CHNOLOGY DEPT.
ARCH 9, 1953

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BROADCASTING TELECASTING

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Technology Dept
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Detroit 2 Michigan

PUBLIC LIBRARY
MAR 10 1953
DETROIT

IN THIS ISSUE:

Comr. Hyde Sees Eisenhower
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& G. First Among Network Buyers
Page 31

CAP, TV Network Talks Underway
Page 28

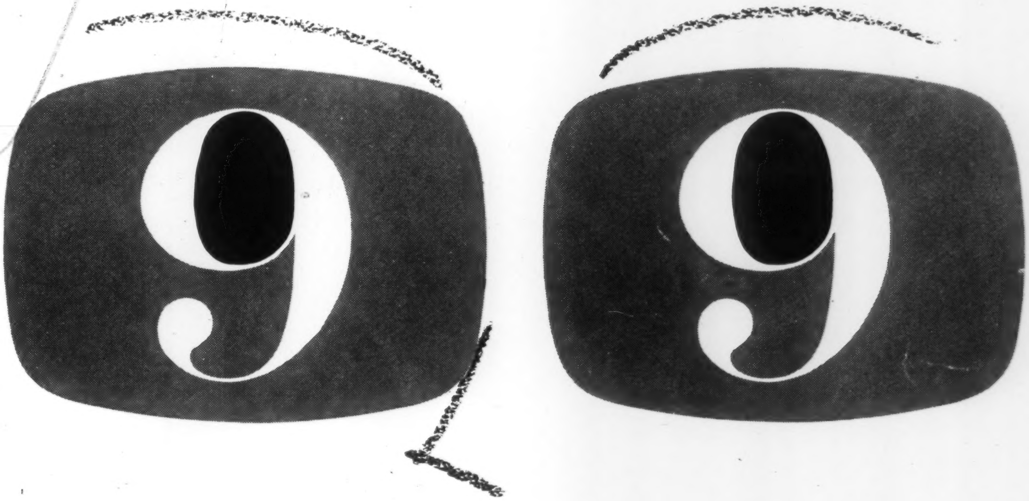
noff to Keynote ARTB Convention
Page 60

ATURE SECTION
arts on page 75

22ND year

NEWSWEEKLY
RADIO AND TV

Viewers say: it's good to see WOR-TV



More than 2,270,000 families a week see WOR-TV, according to Telepulse.

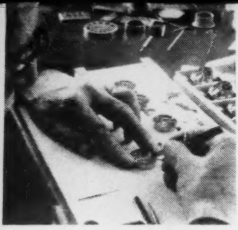
That's nearly 70% of all the TV homes in New York . . . and helps explain why WOR-TV is New York's *only* station to offer *Guaranteed Viewing.*

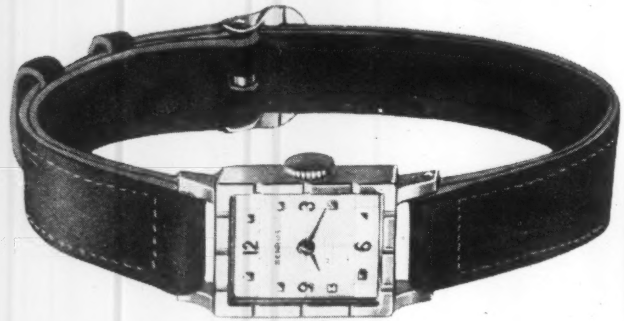
One client, now using this *Guaranteed Viewing Plan,* reports: "WOR-TV has steadily expanded our New York distribution, and we're now Number One in sales among the majority of our New York retailers . . ."

Results like these explain why . . .

Sponsors say: it's good to be on WOR-TV

XUM





BENRUS

WATCH COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG
WCOD
WTVR

Tick! Tick! Tick! The precise movement of a Benrus is the result of years of painstaking care and skill, devoted to turning out a "watch of guaranteed accuracy." Benrus represents well the complete *and careful* job done by the First Stations of Virginia!

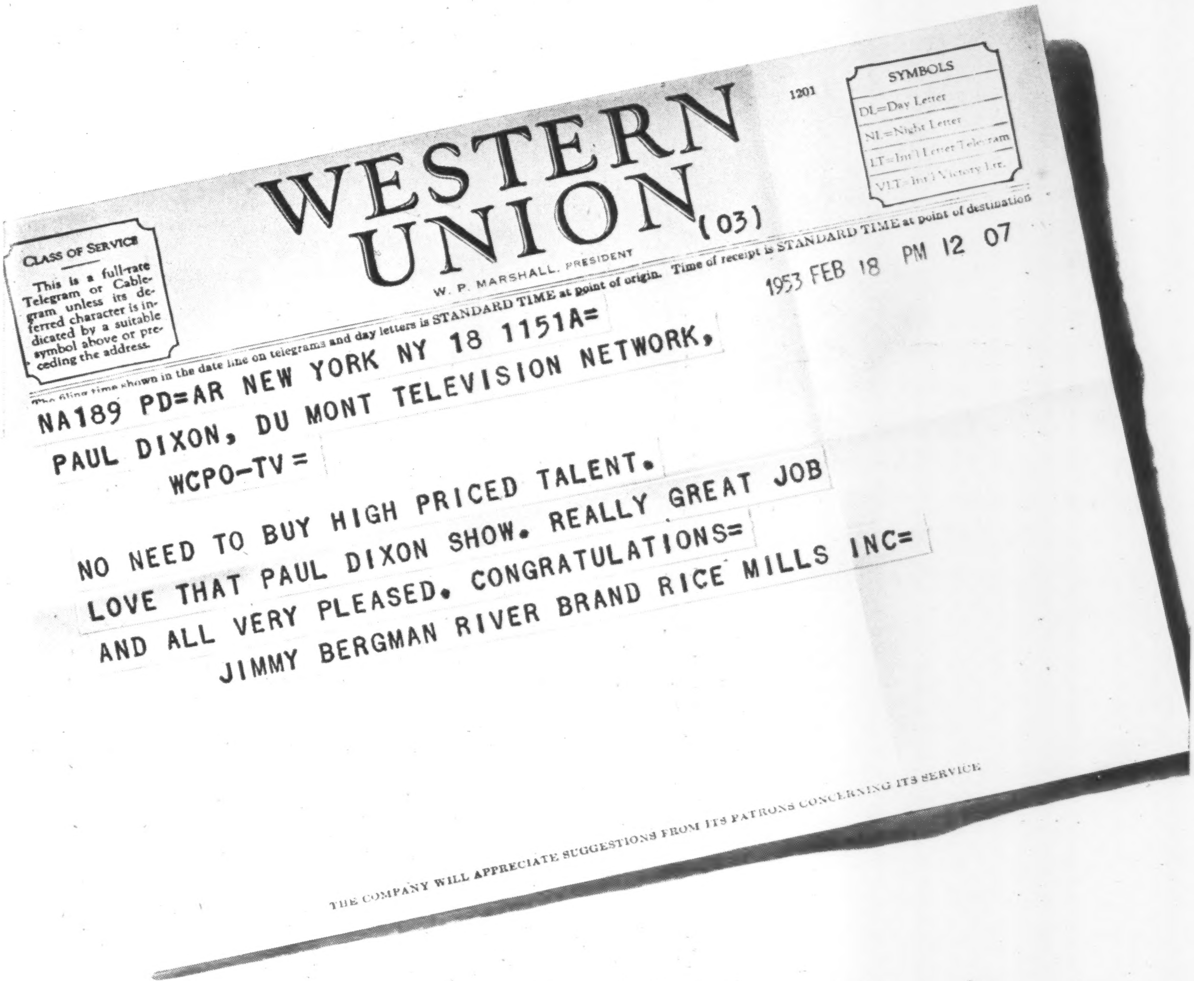
Havens & Martin, Inc. Stations are the result, too, of years of determined effort to build a broadcasting institution replete with entertainment and public service. Advertisers long ago realized the selling power of this type of station. Are these pioneer outlets in Richmond selling *your* products?

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6
the south's first television station

FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR**

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION (03)

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1953 FEB 18 PM 12 07

NA189 PD=AR NEW YORK NY 18 1151A=
PAUL DIXON, DU MONT TELEVISION NETWORK,
WCPO-TV =

NO NEED TO BUY HIGH PRICED TALENT.
LOVE THAT PAUL DIXON SHOW. REALLY GREAT JOB
AND ALL VERY PLEASED. CONGRATULATIONS=
JIMMY BERGMAN RIVER BRAND RICE MILLS INC=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

For full information about
The Paul Dixon Show...
Du Mont's high-rating,
low-cost daytime buy...
write or phone:

DU MONT TELEVISION NETWORK

515 Madison Ave., N. Y. 22, N. Y., MU 8-2600
or
435 N. Michigan Ave., Chicago 11, Ill., MO 4-6262

A Division of the Allen B. Du Mont Laboratories, Inc.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

it's big -
it's prosperous -
$1,533,373,000
effective yearly net buying income

the
WDEL-TV
Wilmington, Delaware
market

Delaware, with the highest per capita income of any state, is the heart of this market which reaches out to include also parts of New Jersey, Maryland and Pennsylvania.

$907,435,000	*in retail sales*
230,641,000	*for food*
49,495,000	*for general merchandise*
53,164,000	*for furnishings and general household appliances*
170,890,000	*for automobiles*
26,525,000	*for drug items*

WDEL-TV sells this big-income, big-spending market. When you buy WDEL-TV—whether through the NBC network, spot campaigns or local programs—you're buying an audience that *buys.*

A Steinman Station

WDEL
AM TV FM
Wilmington, Del.

Represented by
MEEKER New York • Chicago • Los Angeles • San Francisco

closed circuit

FACT THAT no announcement was made of appointment of Rosel H. Hyde to FCC chairmanship following his half-hour session Friday with President Eisenhower (see story page 27) doesn't necessarily preclude appointment. It was pointed out that Edward B. Brossard, Republican member of Federal Tariff Commission, was called to White House last Wednesday, and his appointment as chairman of that agency wasn't announced until Friday.

* * *

SHORTLY TO be unveiled will be multi-million project, as New York's answer to Hollywood on TV. New life has been breathed into Tele-City Inc. by both New York State and New York City authorities, who proposed gigantic development at Flushing Meadows, site of famed World's Fair, with Frank Connaughton, New York City commerce commissioner, and Porter Moore, executive director of Manhattan Downtown Assn., ram-rodding project. Plan has gone to point where all networks and many related TV independent production enterprises have been contacted to set up fully integrated, all-purpose TV (and radio) live and film production, with all modes of transportation direct from New York.

* * *

E. LANSING RAY, venerated publisher of *St. Louis Globe-Democrat,* which owns minority of KWK, conferred with President Eisenhower last Wednesday. It's reported he made plea for speedy hearing on KWK's application for vhf Ch. 4, citing "one station market" aspect and fact that competitive newspaper, *Post-Dispatch,* has only facility. Competing for Ch. 4 assignment are KXOK, owned by former publisher, Elzey Roberts, interests; KMOX (CBS owned), and Meredith Engineering Co. (Meredith Publishing Co.).

* * *

ONE NEW "wrinkle" in projected General Mills spot plan (see story page 9) is firm's insistence on "two weeks on, two weeks off" basis, thus giving client "floating" schedule. General Mills thus hopes to ride crest of "economic and psychological" benefits perhaps bypassing certain periods in summer months.

* * *

GENERAL MILLS new philosophy may be summed up this way: Radio is worth more in some markets than others. More radio-TV stations (both network affiliates and independents), following lead of networks' special plans (tandem, etc.), are offering "package purchases." With local competition what it is, stations will succumb more readily to GM overtures.

* * *

CONCERN BEING evinced in some Congressional circles over diversification of station ownership. Inquiries directed to FCC, it's learned, have questioned newspaper ownership of both radio and television stations and, latterly, have raised same issue about theatre or motion picture ownership. Newspaper ownership issue has bobbed up repeatedly for past 20 years. ABC-United Paramount merger believed responsible for inciting theatrical ownership queries.

* * *

WALTER J. DAMM, vice president and general manager of WTMJ-AM-TV Milwaukee, won't attend NARTB convention in Los Angeles next month. A former NAB president (1930-31), he contends convention should be anchored in New York like ANPA and not shifted from place to place.

* * *

UHF OUTLETS have better chance with ABC than other networks, according to spokesman for newly emerged AB-UP organization. Its approach, presumably, is to add affiliates irrespective of spectrum assignment, where markets fit into its operating plan.

* * *

CRUSADING Commissioner Freida B. Hennock may have new horse to ride—literally. Returning to FCC councils last week after Florida trip, she took off on horse racing programs on Miami stations. Many stations in past have been temporarily licensed because of purported aiding and abetting of bookies.

* * *

CHANGE in Administration has given rise to question whether Conelrad project assuring continued operation of AM broadcast stations in event of national emergency needs approval of President Eisenhower. Prior to administration change, all clearances, including White House, military and Federal Civil Defense Administration, had been procured and FCC last week moved to integrate plan in its rules and regulations. But to avoid any possible slip, it's likely matter will be brought before President Eisenhower shortly for his reaction and hoped-for blessing.

* * *

STRONG campaign underway to elect Emilio Azcarraga, Mexican radio-TV station owner, as president of Inter-American Broadcasters Assn., which he helped found six years ago. He would succeed Goar Mestre, head of CMQ radio-TV enterprises in Cuba, who has served three years. Convention gets underway this week with expected attendance of 200 at San Juan.

* * *

SOMETIME SOON FCC, *en banc,* will meet with its hearing officers in effort to simplify and expedite hearing procedures, notably in connection with TV. Also upcoming: Elimination of nine o'clock starting time which has brought general protest both within and outside of FCC.

* * *

WHILE NARTB is setting up catechism session to instruct members of special committee assigned to evaluate projected BMB-type survey of television coverage, it's understood CBS has devised method of its own to give factual picture of network's television coverage and markets.

IN THIS ISSUE

LEAD STORY

FCC Vice Chairman Hyde visits President Eisenhower at Ike's invitation. But whether it's a prelude to Mr. Hyde's elevation to the chairmanship isn't known. *Page 27.*

ADVERTISERS & AGENCIES

Ten advertisers are revising their radio-TV schedules. *Page 29.*

Two new General Mills products will be launched with radio and TV advertising. *Page 28.*

FACTS & FIGURES

Here's how leading advertisers spent their money on radio and television networks in 1952. *Page 32.*

PROGRAM SERVICES

Networks and ASCAP start negotiating for new TV blanket licenses. *Page 38.*

GOVERNMENT

WCYB Bristol, Va., charges that competitive bid of WOPI Bristol, Tenn. for Ch. 5 was a strike application filed for purpose of "delaying and hindering the grant of petitioner's application." *Page 40.*

Seven TV CPs granted in week. *Page 44.*

TRADE ASSOCIATIONS

NARTB picks David Sarnoff as winner of first keynoter award. He'll be keynote speaker at Los Angeles convention. *Page 60.*

STATIONS

Six of seven TV stations granted last week have set target dates for operation. *Page 66.* (For complete list of post-freeze grants and target dates see FOR THE RECORD. *Page 94.*)

NETWORKS

NBC establishes its Film Div. as third principal operating division of the company. *Page 70.*

ABC hires George Jessel as performer and producer. *Page 72.*

FEATURES

Case study of a uhf station operating in a vhf-penetrated market. *Page 78.*

The high cost of TV hearings, in money and men. *Page 82.*

Never keep a salesman waiting: A parable for radio-TV. *Page 84.*

UPCOMING

March 9-12: Canadian Assn. of Broadcasters Annual Convention, Mount Royal Hotel, Montreal.

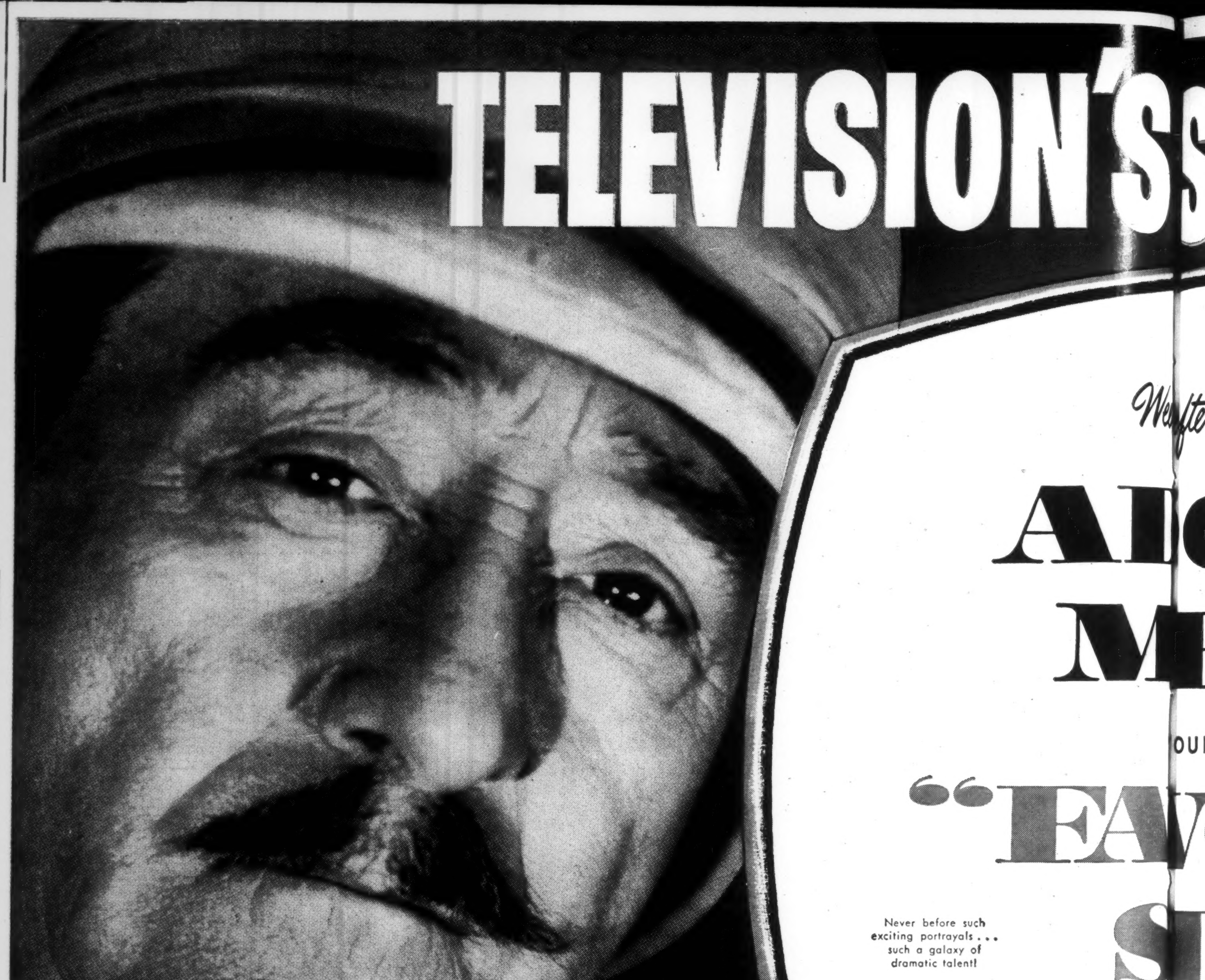
March 12: FCC appearance before House Interstate & Foreign Commerce Committee, New House Office Bldg., Washington.

March 15-16: Arkansas Broadcasters Assn. Annual Spring Membership Meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters Meeting, Commodore Perry Hotel, Austin.

(For other Upcomings, see page 94)

XUM


TELEVISION'S S
Weafte
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"FA
S
televisionrea
EACH MAGENT
H
Never before such exciting portrayals . . . such a galaxy of dramatic talent!
MENJOU, THE INIMITABLE, MENJOU, THE INCOMPARABLE MENJOU, THE *MASTER PERFORMER* AT HIS ELEGANT BEST!

XUM

SSMASH HIT!

SOLD . . .

To SCHAEFER BEER
for NEW YORK!

To TUMS for CHICAGO
and ST. LOUIS!

To BLATZ BEER
for MILWAUKEE!

SOLD . . .

To DREWRYS BEER
for 6 MARKETS!

To OLYMPIA BREWING CO.
for 6 MARKETS!

To GENESEE BREWING CO.
for 5 MARKETS!

SOLD . . .

To SMITHFIELD PACKING CO.
for NORFOLK!

To ZINSMASTER BAKERY CO.
for MINNEAPOLIS!

To SUN DRUG COMPANY
for PITTSBURGH!

We fter week, brilliant beyond belief...

OLPHE
ENJOU

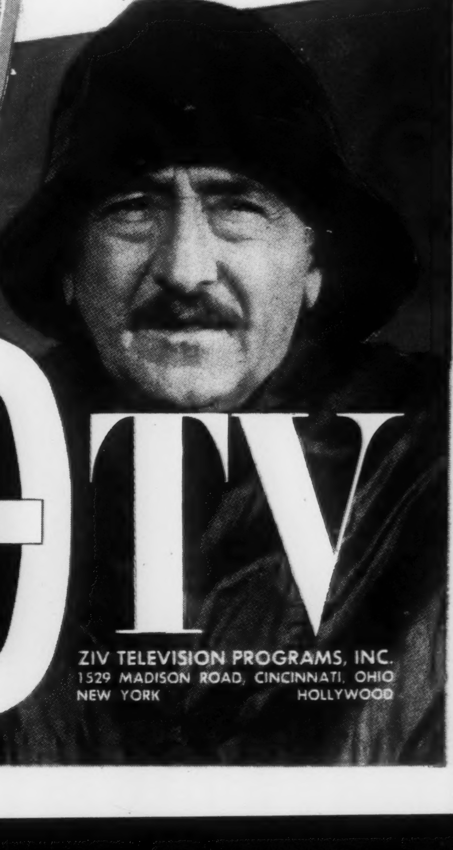
OUR HOST AND STAR IN

WORITE
STORY”

Planned for 3 Full-Length Commercials Plus Opening and Closing Sponsor Identifications!

ion reatest dramatic achievement...

MAG ENT STORY A COMPLETE AND CAPTIVATING
HALF-HOUR DRAMA!



ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

W-I-N-D

NOW 1ST IN

CHICAGO

AND 6 COUNTY AREA, FOR

DAYTIME AUDIENCE

SOURCE
NIELSEN COVERAGE SERVICE AREA REPORT
STUDY NO. 1

W-I-N-D reaches an average daily daytime audience of

827,830

Chicago area radio homes

the most homes per dollar station

560 Kc. • 5000 Watts
24 HOURS A DAY

Represented by AM RADIO SALES CO., NEW YORK, CHICAGO
Robert Meeker & Associates, West Coast Representatives

at deadline

ABC Plans Four Television Fights Each Week

PLANS for expanding TV fight coverage to four nights per week and launching new weekly dramatic series reportedly unveiled to members of ABC TV Stations Advisory Committee among other program and operational plans Friday as network officials held first meeting with committee since ABC merged with United Paramount Theatres (earlier story page 72).

March 19 *Motor City Fights* is slated to start as Thursday night feature from Detroit (9 p.m.), and pickups of Chicago and west coast bouts scheduled to be added in early or mid-April. Dramatic series, set as Sunday evening half-hour called *ABC Album,* scheduled to start April 12 and to include all drama forms. On third show, May 3, it is planned to introduce *Pageant,* two-part adaptation from classics. Among stars reported under consideration for *ABC Album* are Paul Douglas, Audrey Christie, John Hodiak, Allen Mowbray, Walter Slezak and Joseph Schildkraut. One already signed is Brandon DeWilde.

In another program move, *Dr. I. Q.* TV show may be launched shortly, alternating with *Quick as a Flash,* which starts Thursday.

Expansion of affiliate list, "the new ABC," other blueprints for building ABC-TV into top-flight competitive network were among other subjects discussed at all-day meeting with affiliates group. No new chairman named to succeed Mort C. Watters, WCPO-TV Cincinnati, who has resigned as chairman of affiliates committee.

RADIO, TV BEAT

UNMATCHED mobility of radio and TV as news media underscored as networks flashed news of Premier Josef Stalin's death immediately after first report received at 8:12 p.m. EST Thursday and followed with news of Georgi M. Malenkov's appointment as his successor Friday afternoon.

CBS Radio claimed to broadcast death bulletin at 8:13 p.m. and ABC radio, NBC radio and Mutual, 8:14 p.m. TV networks carried reports minute later, with DuMont interrupting regular programming at 8:20 p.m.

TV Election Procedure Is Started by NARTB

ELECTION forms for certification of TV station executives eligible for nomination to NARTB TV board mailed Friday by C. E. Arney Jr., secretary-treasurer. Four vacancies to be filled at balloting April 28 during NARTB Los Angeles convention. Expiring station-director terms are those of William Fay, WHAM-TV Rochester; Ken Carter, WAAM (TV) Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va., and Henry W. Slavick, WMCT (TV) Memphis.

Committee of three named to certify results of NARTB Radio Board elections next Friday. Odd-numbered districts and one each of at-large classifications involved.

GENERAL MILLS SEEKS 'PACKAGE' OFFERS

GENERAL MILLS, Minneapolis, will rely on "package purchases" offered by radio-TV stations in different markets rather than on uniform rate formula of last year, it was revealed Friday.

Starting date for 52-week schedule on two week-alternating basis is April 5. Campaign will run through Oct. 11. Reduced schedule planned for period from Oct. 18 to March 27 with considerable number of announcements—predominantly radio—in over 125 markets, Lowry Crites, GM radio-TV-media director, told B•T. Company has asked stations to submit availabilities. Company used over 900 announcements last year.

Rates expected to differ in varying markets, depending on what stations offer, with stations to be selected on basis of budgets, costs, ratings, coverage, whether TV or not is involved and type of schedule to be offered. Blueprint is amalgamation of four separate plans covering different products: Wheaties, Cheerios, and others.

Spot adjacencies for Wheaties spots will be sought in late afternoon and evening hours around children's shows and those of general adult interest.

Plan throws General Mills business into wide open competitive scramble according to some radio-TV representatives.

Executives of Knox-Reeves Agency, Minneapolis, conferred with representatives Thursday. Agency reported favorable response. Mr. Crites said that "far, far more" than 20 "top" stations previously reported as approving have expressed interest in campaign. GM budget for radio-TV or product breakdown still unset, he added.

Here are the features of four plans for Wheaties campaign:

Plan No. 1—Starts April 5, or actual broadcasting weeks, 10 announcements per day, 70 per week for total of 980. Second campaign starts Oct. 18, with nine announcements per day for 24 weeks. Total schedule: 1,196 announcements.

Plan No. 1A—Same as plan No. 1 except second Oct.-March drive is eliminated. Total announcements: 980.

Plan No. 2—Same as plan No. 1 save schedule is reduced 50%. Oct.-March is same. Total announcements: 706.

Plan No. 2A—Same as plan No. 2 without Oct.-March schedule.

All major plans provide scheduling contain at least 50% of night spots be minutes.

April-September campaign is non-cancellable, but fall-winter drive is cancellable at 13-week cycles on 30 days notice.

General Mills also will use additional schedule of 25 announcements per week for six months for its Kitchen Tested Flour, to be placed through Dancer - Fitzgerald - Sample, New York, in some markets. Wheaties plan also calls for 1,000 TV spots over 52-week period in key markets.

• BUSINESS BRIEFLY

MAXWELL HOUSE REGIONAL • Maxwell House regular coffee, through Benton & Bowles, New York, placing approximately two-week radio campaign in lower New England area and some southern markets starting Wednesday.

BIBLE SHOWS • Revised Standard Version of the Bible, through BBDO, N. Y., using five-minute shows, three times daily, for 10-day period starting Tuesday in seven radio markets.

BBDO PUSHING *KEEP POSTED* • Television program *Keep Posted,* which Curtis Pub. Co., through BBDO, N. Y., cancels at end of this month (see story page 29) being pitched to two other BBDO clients, E. I. duPont and Hamilton Watch Co.

FLOUR AGENCY • Martha White Mills Inc., largest flour advertiser in South, names Noble-Dury & Assoc., Nashville, as agency for Martha White flour and other food products. Cohen Williams, president of advertiser, said firm uses radio, TV and other media. Account formerly split between Griswold-Eshleman, Cleveland, and Cruttenden & Eger, Chicago.

NEW PHARMCO PRODUCT • Pharmco Inc., introducing new product called Medigum, medicated chewing gum, planning radio spot announcement campaign starting mid-March in about 25 markets.

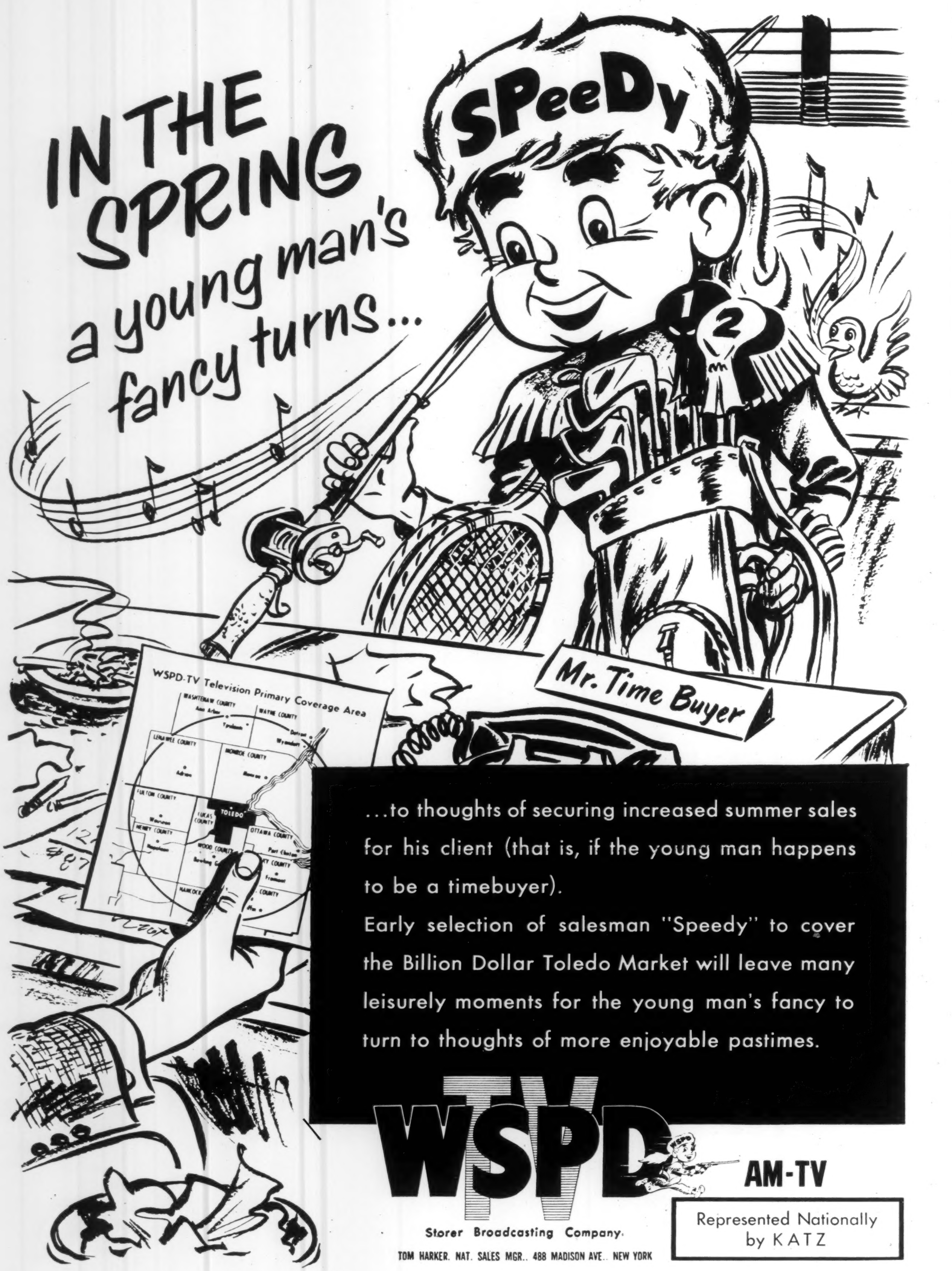
ARMSTRONG CONSIDERS NEWS • Armstrong Rubber Co., Westhaven, Conn., likely will take over early-morning Peter Paul Candy radio news shows on regional basis during June, July and August, repeating its policy of last year. Maxon Inc., New York, handles both Peter Paul and Armstrong.

Pooled Atom Broadcast

POOLED telecast of atom blast at Yucca Flat March 17 will be carried by ABC, CBS and NBC TV networks, 8-8:30 a.m. EST, with Frank LaTourette, manager of ABC newsroom in Los Angeles, producing. CBS-TV will do live telecast of aftermath 4:30-5 p.m. and TV documentary 8-9 p.m., as well as preview March 15, 2-2:30 p.m. NBC-TV will do live aftermath pickup 4:45-5 p.m. plus film coverage on *Camel News Caravan* 7:45-8 p.m. Du Mont schedule not set, probably will be film coverage. Radiowise, ABC will cover blast 8:15-8:30 a.m.; NBC also will have early morning from-the-scene broadcast, plus report on *News of World* 7:30-7:45 p.m. and 11:15-11:30 p.m.; CBS and MBS will cover event, but times still unscheduled Friday.

Stanton, White to Speak

CBS PRESIDENT Frank Stanton and NBC President Frank White will address closed session on television, scheduled for final afternoon (Friday) of 44th Spring Meeting of Assn. of National Advertisers, March 18-21, The Homestead, Hot Springs, Va. Mr. Stanton will speak on TV's cost and contribution to advertisers; Mr. White on programming as responsibility to advertisers as well as broadcasters.


IN THE SPRING
a young man's fancy turns...
SPeeDy
1
2
Mr. Time Buyer
WSPD-TV Television Primary Coverage Area
WASHTENAW COUNTY
Ann Arbor
Ypsilanti
WAYNE COUNTY
Detroit
Wyandotte
LENAWEE COUNTY
Adrian
MONROE COUNTY
Monroe
FULTON COUNTY
Wauseon
LUCAS COUNTY
TOLEDO
OTTAWA COUNTY
Port Clinton
HENRY COUNTY
Napoleon
WOOD COUNTY
Bowling Green
Fremont
HANCOCK COUNTY

...to thoughts of securing increased summer sales for his client (that is, if the young man happens to be a timebuyer).

Early selection of salesman "Speedy" to cover the Billion Dollar Toledo Market will leave many leisurely moments for the young man's fancy to turn to thoughts of more enjoyable pastimes.

WSPD TV

AM-TV

Storer Broadcasting Company

TOM HARKER, NAT. SALES MGR., 488 MADISON AVE., NEW YORK

Represented Nationally by KATZ

at deadline

Radio, TV Kept Detroit Lions in Black

RADIO and TV broadcasts accounted for $113,000 of total $114,000 profit made by champion Detroit Lions professional football team in 1952, General Manager Nicholas Kerbawy testified as final defense witness in trial of government's anti-trust suit against National Football League in Philadelphia. He said club lost money in 15 of its 17 years and that he didn't know how its franchise kept going. Lions made $65,525 in 1951 and $114,000 in 1952, he reported.

Jerry Jordan, radio-TV research specialist who has made extensive studies into impact of radio-TV on sports gate receipts, slated to appear Wednesday as government rebuttal witness (early story page 58). Mr. Jordan is son of C. L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. Defense rested its case last Thursday.

Share-Time Application; Other FCC Actions

ANOTHER share-time application filed late last week at FCC, following first share-time grant two weeks ago at Salinas-Monterey, Calif. [B•T, March 2]. Veterans' Bcstg. Co. (WVET) and WHEC Inc. (WHEC), both Rochester, N. Y., amended post-thaw applications [B•T, July 7, '52] to request grant of vhf Ch. 10 on share-time basis (alternate days, alternate nights), construction and operating expenses of transmission facilities to be shared equally. Applications amended to change cost estimates, certain facility descriptions, program schedules.

Other applications filed late last week:

El Dorado, Ark.—TV Enterprises Inc. (KARK Little Rock), vhf Ch. 10, ERP 31.6 kw visual, 17.05 kw aural, antenna 324 ft. above average terrain. Construction $196,921, operating $110,000, revenue $150,000.

Waterloo, Ind.—Tri-State TV Inc. (WDOK Cleveland), uhf Ch. 15, ERP 20.3 kw visual, 10.98 kw aural, antenna 919 ft. Construction $198,582, operating $203,640, revenue $244,200.

Television actions reported by FCC Friday included:

WNBF-TV Binghamton, N. Y., operating on vhf Ch. 12, granted change in effective radiated power from 52.5 kw visual and 26.25 kw aural to 310 kw visual and 160 kw aural. Antenna height above average terrain changes from 820 ft. to 810 ft.

KCTY (TV) Kansas City, new grantee assigned uhf Ch. 25, granted change in ERP from 93 kw visual and 51 kw aural to 94 kw visual and 50 kw aural, increase antenna from 390 ft. to 820 ft. and move transmitter site from Broadway and 26th St. to Overland Park. Studio is specified as Pickwick Hotel.

WTVI (TV) Belleville, Ill., new grantee on uhf Ch. 54, granted change in ERP from 220 kw visual and 120 kw aural to 205 kw visual and 105 kw aural, increase antenna from 614 ft. to 630 ft. and change transmitter site from 0.8 mi. west of city on 88th St. to studio location, 10200 W. Main St.

WFTL-TV Ft. Lauderdale, Fla., new grantee on uhf Ch. 23, granted reduction in aural ERP from 56 kw to 50 kw with visual ERP of 100 kw remaining same. Studio site is changed from 1785 SE 15th St. to 229 SE 1st Ave.

WFBM-TV Indianapolis, operating on vhf Ch. 6, granted boost in ERP from 28.2 kw visual and 18.1 kw aural to 100 kw visual and 50 kw aural, antenna height of 400 ft. remaining unchanged.

WTVP (TV) Decatur, Ill., new uhf Ch. 17 grantee, granted change in ERP from 18 kw visual and 9.8 kw aural to 17 kw visual and 9.3 kw aural, increasing antenna height from 310 ft. to 540 ft.

KTTS-TV Springfield, Mo., new grantee on vhf Ch. 10, granted special temporary authority for interim operation using temporary 85 ft. tower for period March 5 to June 8. ERP in regular permit is 12.76 kw visual and 6.38 kw aural.

INCREASE FOR RADIO

"RADIO has been so effective for us this season," James R. Roberts, account executive on Monticello Drug Co. (666) account for Charles W. Hoyt Co., New York, told B•T Friday, "that we expect to increase the schedule of radio markets in the fall." Meanwhile, present cold remedy schedule ends this month.

AFTRA WJBK Boycott Threat

NEGOTIATIONS between AFTRA Detroit local and WJBK-AM-FM-TV Detroit broken off following last-minute effort to avoid strike call set for this (Monday) morning. Union has been seeking entry into WJBK, having contracts at all other Detroit stations, it says. Currently union has been trying to have exclusive representation of freelance employes at WJBK.

Love Lucy More Efficient Than 'Life' or Papers

PHILIP MORRIS President O. Parker McComas regards company's $8-million contract for *I Love Lucy* (CBS-TV, Mon., 9-9:30 p.m.) as probably "one of, if not the most, efficient advertising buys in the entire country." Addressing financial analysts of Philadelphia, he said:

> **As you must be well aware, this show is the all-time phenomena of the entertainment business. On a strictly dollars-and-cents basis, it is twice as efficient as the average nighttime television show in conveying our advertising message to the public. It is nearly three times more efficient dollarwise in reaching adults than *Life* or your own Philadelphia newspapers. Three times more people see every Monday night's *I Love Lucy* show than watched all the major league baseball games last year. Dollarwise, although the entire sum sounds huge, it is probably one of, if not the most, efficient advertising buys in the entire country. In addition, we derive many supplementary merchandising and publicity benefits from the show. As you can see, "We love Lucy."**

Contract, signed with "Lucy" stars Lucille Ball and Desi Arnaz and hailed by CBS-TV as "largest single contract ever signed in television," is non-cancellable agreement for showing of "Lucy" on CBS-TV under PM sponsorship for another 2½ years [B•T, Feb. 23].

W. L. Day Rites

FUNERAL of William Leamy Day, 67, New York advertising executive, founder of Day, Duke & Carlton and president until agency was dissolved, was to be held yesterday (Sunday) at Frank Campbell funeral home in New York. Mr. Day died Thursday after long illness.

Surviving are his wife, Mrs. Frances Breedon Day, one son, Sherwin Cathcart Day, and one daughter, Mrs. Richard V. Goetz.

KTVH (TV) Signs CBS-TV

KTVH (TV) Hutchinson, Kans., signed as CBS-TV basic interconnected affiliate, effective July 1, network announced Friday.

PEOPLE

DAVID C. KETNER, previously advertising vice president of Pepsodent Division, Lever Bros., N. Y., and before that advertising manager, Procter & Gamble, Cincinnati, elected president of Stoppers Inc., N. Y. (Stoppers and Chasers, breath sweetener confections) succeeding **J. ROY ALLEN,** who was promoted to chairman of board.

SAM HENRY Jr., vice president and account executive with Robert W. Orr Assoc., N. Y., to ABC-TV's sales department as an account executive.

HERB LUND and **RUDOLPH M. SINGER Jr.,** account executives, Ruthrauff & Ryan, Chicago, elected vice presidents of agency.

AWARD for 50 years membership in Sigma Alpha Epsilon fraternity presented Friday night to FCC Chairman **PAUL A. WALKER** at annual Founders Day dinner held at National Press Club, Washington. Presentation was by Carleton U. Edwards, president of Washington Alumni Assn. of fraternity.

JAMES F. BLACK, previously with William H. Weintraub Co., to Benton & Bowles, New York, as account executive, and **WRIGHT FERGUSON,** formerly with Connecticut General Life Insurance Co., to B&B as assistant account executive on Mutual of New York account.

WILLIAM R. ARNOLD, formerly WOR-TV account executive, to ABC's WABC-TV New York (formerly WJZ) in similar capacity. He was eastern sales manager, Pittsburgh & West Virginia Railroad, from 1938 to 1951.

Postpone WGRD Decision

U. S. Court of Appeals in Washington Friday postponed decision on request by WGRD Grand Rapids for stay order on FCC grant of Muskegon uhf Ch. 35 to Versluis Radio & TV Co., but expedited case by scheduling oral argument for March 19 on merits of WGRD appeal against FCC dismissal of its protest against the FCC Muskegon grant. WGRD is opposing Versluis grant on grounds that it is more Grand Rapids station than Muskegon station. FCC dismissed WGRD protest because it said Grand Rapids station had no standing as a party in interest. Oral argument before Court took place Thursday (see earlier story page 52).

Csida to Music Publishers

JOE CSIDA, executive editor of *The Billboard*, amusement journal, has resigned effective March 20 to become vice president and general manager of group of music publishing and talent management houses. Companies are Santly-Joy, Oxford and Hawthorne, members of ASCAP, and newly-formed house to be affiliated with BMI under corporate name, Trinity. Mr. Csida will participate in ownership of group. He will be succeeded by Roger Littleford, co-publisher, who becomes acting editor-in-chief.

Unity Promotions

SYDNEY MAYERS, New York film attorney, named to newly-created post of administrative vice president in charge of legal and contract departments of Unity Television Corp., N. Y., by Unity President Arche Mayers. He also reported following additions to sales staff: Bill Young, formerly with Vitapix and Lang-Worth features, as regional manager in Chicago, Detroit and Cleveland; Vic Bikel, previously with United Artists, southwest division manager, and Phil Besser, formerly with Roshon Films, as southeast division manager.

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DENVER

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Sells the West BEST!

No other available medium covers as much territory—reaches as many people in the West

KOA covers over 1,100,000 square miles. There are nearly 10,000,000 people in this area.

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KOA program schedules are designed to appeal to the greatest possible number of western listeners—to match KOA'S extensive coverage.

There is still a chance on KOA—for you to own a valuable western advertising franchise.

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Write today.

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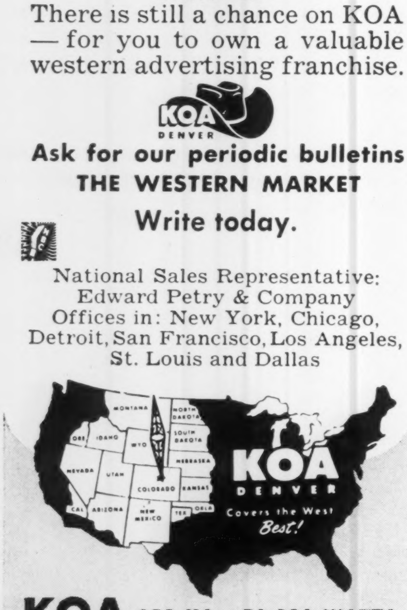

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BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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THE VOICE OF HOMETOWN AND RURAL AMERICA

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wdod has the most listeners!

In the city of Chattanooga itself, WDOD is the most popular radio station, having many thousands more listeners than any other station.

In Hamilton and Walker Counties, Chattanooga's metropolitan market, WDOD is also the top station. Yes, more city folks, as well as their suburban cousins, tune in WDOD more often than any other Chattanooga station. That spells DOLLARS for advertisers—both local and national. Keep the selling voice of WDOD working for your clients.

wdod AM—5,000 watts FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

THE EDDIE ALBERT SHOW

Mon.-Fri., 3-3:30 p.m. EST on CBS-TV
Packaged by CBS-TV.
Cast: Eddie Albert and Ellen Hanley.
Producer: Franklin Heller.
Director: James Sheldon.
Writers: Jack Woods, Charles Romine and Leslie Lieber.
Music: Norman Paris Trio.

TELEVISION programming underwent no drastic change when Eddie Albert, stage, screen and radio actor, and vocalist Ellen Hanley introduced a half-hour variety show on CBS-TV last week. For lack of a better title, Mr. Albert almost apologetically explained in the first few minutes of the telecast that the daily show had been christened *The Eddie Albert Show*—just a friendly little get-together and he hoped the audience would like it. As the half-hour rolled by, it became evident that as much time and planning had gone into the production as had been spent on the title. Pace-wise, this is about as slow as shows can get.

Mr. Albert with the help of Miss Hanley, conducts an interview, talks a little, sings a little and looks all-thumbs a lot. He is plain uncomfortable and for good reason too. This new vehicle is no challenge to a versatile performer. The package show, a sustainer incidentally, has been thrown together with a minimum of planning and a great faith in Mr. Albert's ability to cover up the rough spots. Outlines are all well and good as a departure point, but in this case nobody got around to working out the details.

Although Mr. Albert is most at home in situation comedy, his writers make no use of this talent. Chatter was straight, folksy and in content ran the gamut from Hi-all-you-nice-people-in-Timbuktu to Be-*sure*-you-see-*Studio One*-tonight!

Capt. Hassold Davis, an explorer, was a guest on the initial telecast. He made a few statements, in reply to Mr. Albert's questions, on the kick one gets out of treasure hunting.

Ellen Hanley, who helped Mr. Albert hold the fort, is an attractive girl with an equally attractive way with a song. Her solo spot would have been all the more pleasing if it had been staged and directed well.

Behind-the-scenes people who come up with new program ideas often presume on the talent of a star. It's an exceptional actor who can talk and sing his way through 30 minutes effectively when he hasn't been supplied with good material. This was Mr. Albert's assignment. Execution of same met with rather mediocre results.

NEWS-O-RAMA

Mon., 9-9:30 p.m. EST on WPIX(TV) New York.
Producer: Columbia U. Graduate School of Journalism and WPIX(TV).
Director: Ted Estabrook, WPIX(TV).
Featured Commentators: Columbia U. Journalism students.

THE PROBLEM of presenting news on television has plagued the most experienced of broadcasters, who have long groped for a formula that will overcome the time lag in pictures. Wisely, the producers of *News-O-Rama* have shunned the element of immediacy in the news, and have chosen to view the parade of world events from the wide end of the telescope, concentrating on such long-range implications of the news as its effect on average members of the community and its impact on tomorrow's headlines.

Produced in the main by graduate students at Columbia U.'s School of Journalism, *News-O-Rama* lacks the gloss and polish of many commercial news programs. But this semi-professional coating, if you will, is no handicap. It serves to emphasize that the participants are earnest, intelligent and well-intentioned citizens of the community trying to find out what happened; what it means to them, and what it is likely to mean to them next week, next month, next year.

Frankly described as an "experimental" news program that is scheduled to run at least 12 weeks, *News-O-Rama* stands as a tribute both to WPIX(TV) and Columbia U. for their contributions toward the understanding of current events. It considers the limitations of background of the average viewer and attempts, without pretension or condescension, to "fill him in" and sharpen his judgment on the meaning of news events to him as an average citizen.

Two Documentaries

In this perspective, the initial program last Monday highlighted a 10-minute documentary on the current meat situation and a similar report on the United Nations. The first presentation was directed toward answering one vital question: "What does this all mean to Mrs. New Yorker in the way of meat prices?" The UN report, stressing that Lester Pearson of Canada was likely to be named as secretary-general of the world organization, embodied an analysis of what leading figures at the UN recommended as means by which friction between the Soviets and the western world could be minimized.

One outstanding departure from most news programs is the use of Prof. John Foster of the School of Journalism as a gentle but forceful "heckler." Undoubtedly, many TV viewers often wished they could stop a newscaster to ask him to clarify a technical term or justify the validity of an extreme statement. In this role, Prof. Foster interrupted a student newscaster from time to time to ask, for instance: "Now exactly what does 'parity' mean?" "Will meat prices continue to drop or is this just a short-time thing?" "What makes many people at the UN think that Mr. Pearson can deal with the Russians?"

It would seem the program's format may well be adaptable to any community, large or small, located near a university. In programming such as this, mobilizing the technical know-how of professional TV practitioners and the resources of an institution of higher learning, may well lie part of the answer to improved television-for-education.

This is Mr. B. E. Claypool

This is what he says

"The Merchants National Bank (of which he is president) *is happy to renew, for the third year, sponsorship of the Fulton Lewis, Jr., program* (on WMON, Montgomery, W. Va.). *Fulton Lewis, Jr., is our number one salesman. As our only regular advertising medium, his program has brought us an increase of 50% in Christmas savings club accounts, plus many new depositors and customers for our bank."*

This is Fulton Lewis, Jr.

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Film is the money-making "lifeblood" of every TV station! That's why you should insist on the complete line of G-E Projection Room equipment. Use General Electric units...use your imagination...and you'll come up with so many versatile effects, you'll be amazed! G-E's ready-to-order line includes the top-performance Film Camera Channel, the newly advanced Synchro-Lite*Projector, the tremendously versatile Slide Projector, and two new Mirror Change-over Designs.

General Electric offers you all your TV projection room needs—as well as all other equipment necessary for television broadcasting. And remember, behind this advanced, station-tested equipment is 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write direct to:

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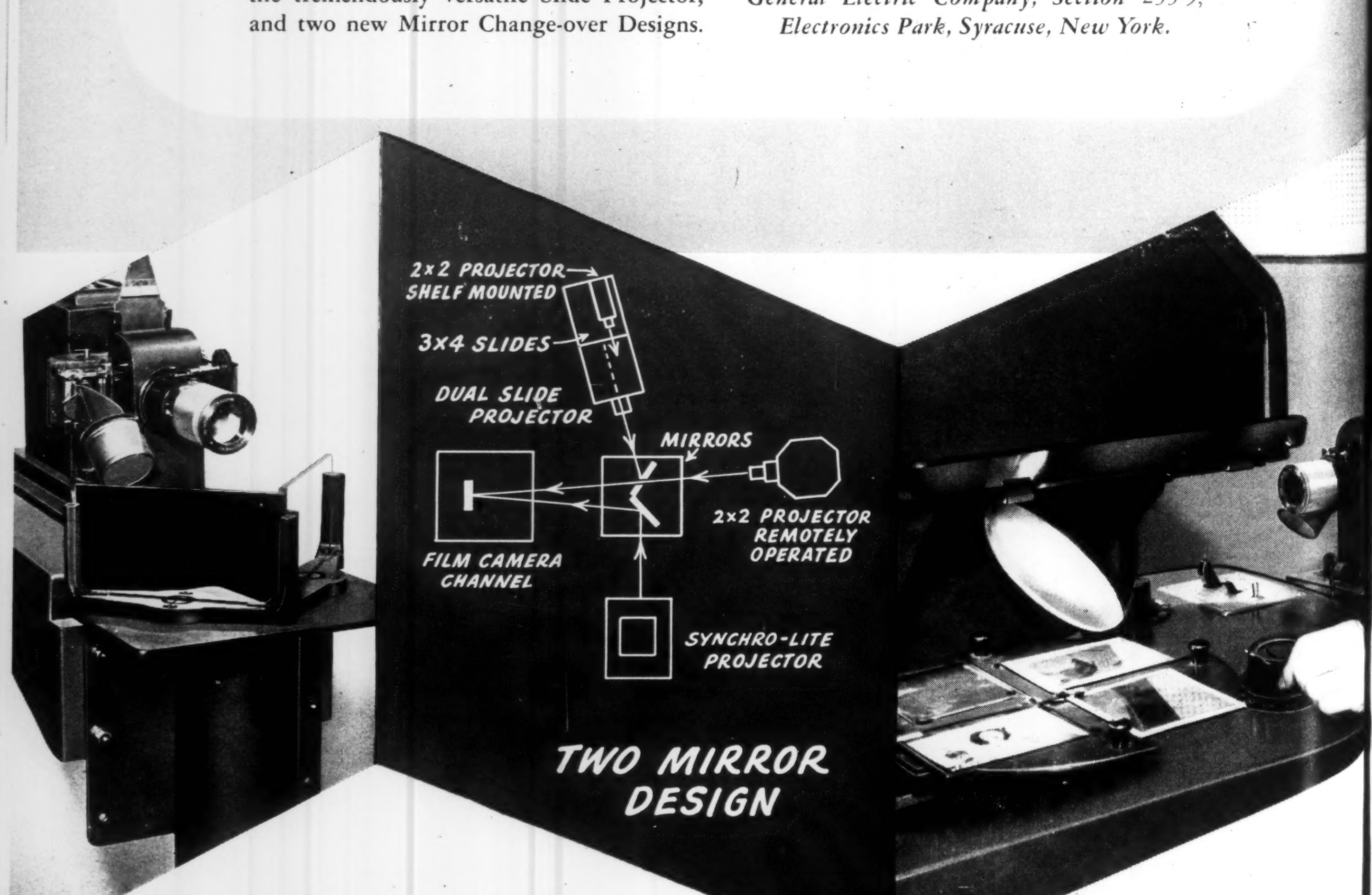
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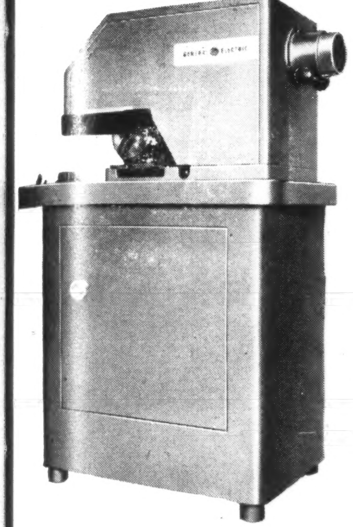

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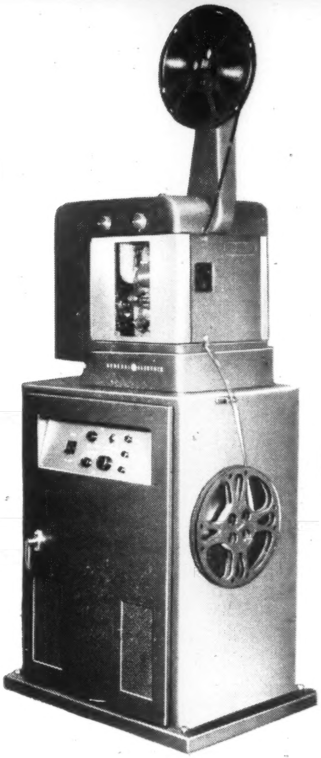

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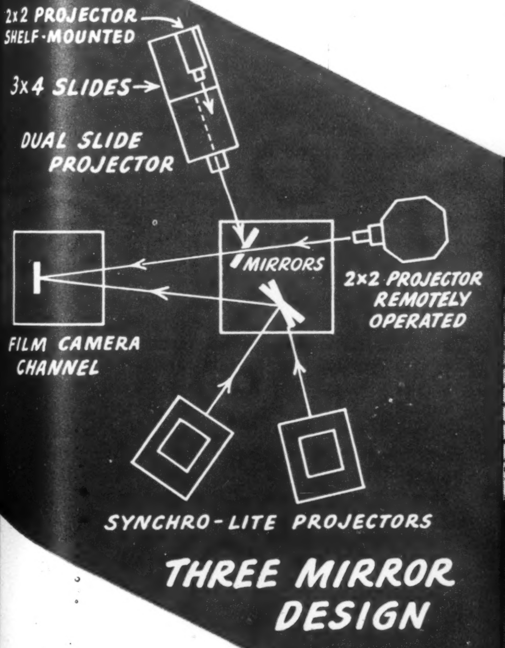
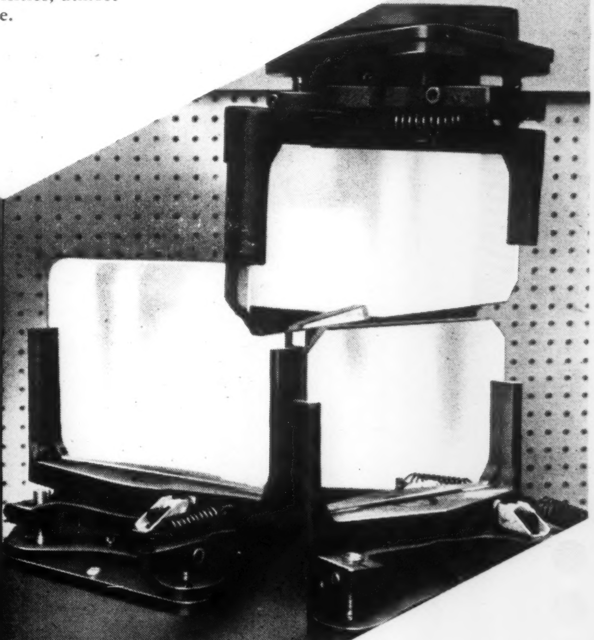

2x2 PROJECTOR SHELF-MOUNTED
3x4 SLIDES
DUAL SLIDE PROJECTOR
MIRRORS
2x2 PROJECTOR REMOTELY OPERATED
FILM CAMERA CHANNEL
SYNCHRO-LITE PROJECTORS

THREE MIRROR DESIGN



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KY.
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RADIO STATION
WSAZ

our respects

to H. EARL RETTIG

VERY few financial experts got their start in the business world by unbalancing the books to the tune of $10 million, but H. Earl Rettig, recently named director of finance and operations for NBC's Western division, makes this claim.

It happened during his first month in the accounting department of Halsey, Stuart & Co., Chicago investment firm. In his late teens, he set such a record—and it still stands. The blunder was apparently forgiven, for he remained in the company's employ several years.

A native of Chicago (he was born June 4, 1903), he confesses the initial "H" in his name is only decorative, his father having added it "as a sort of balance." Young Rettig thought it a good idea and did likewise.

A tireless energy which marks Mr. Rettig's career manifested itself early. While attending Lakeview High School in Chicago, he worked at Montgomery Ward & Co. during Christmas vacation, and for Halsey, Stuart & Co. in the summer. He also worked briefly at Chicago's Post Office, alongside Walt Disney. Neither knew, however, the other was there until years later when the future NBC executive went to work for the now-noted motion picture and animated cartoon producer in Hollywood.

After graduation from high school in 1919, he joined the investment company on a full-time basis, beginning an association which continued until 1928. Starting as office boy, he subsequently moved into the account department. When the books were balanced at the end of his first month, he was off $10 million. That is the "record" about which he is much kidded.

Served in Ohio

Named assistant manager of the firm's Cincinnati office in 1925, he was transferred to Dayton two years later in an executive capacity. That's where he had his first and indirect contact with Groucho Marx, star of NBC-AM-TV's *You Bet Your Life* originating in Hollywood. The Marx Bros. came to town in "Cocoanuts," and the lonesome stranger, with time on his hands, saw the show five times in one week.

Mr. Rettig was transferred eventually to the corporation's New York buying department, but in the meanwhile had made several vacation trips to California, where he was much impressed with the climate. The unfavorable contrast with New York hit home hardest once in 1927 when he left the sunshine of Los Angeles to return to a frigid New York. The sudden change brought about an equally sudden decision to change his career.

Because Halsey, Stuart & Co. had handled financing of the Fox Studios in Hollywood, Mr. Rettig's long-time employer was able to give him a good entree to his newly-adopted home.

He started out by making a strategic error. When asked what salary he would expect, as assistant to the Fox studio manager, he answered in characteristically modest fashion, "Oh, it doesn't matter." As a result, he worked "for practically nothing" to learn the movie business. He remained with the studio until 1934 when a new management took over.

After leaving Fox Studios, he was associated with many of Hollywood's top producers.

Cast Alan Ladd

As casting director for Hal Roach Studios, he cast a young actor named Alan Ladd in a film titled "Captain Caution," now going the rounds on TV. At that time, however, he couldn't convince his studio that the young actor had a movie future.

The Chicago's Post Office Alumni finally joined forces again in 1940, when Mr. Rettig became associate producer of "The Reluctant Dragon" for Walt Disney. He returned to handle finance on a large scale in 1941 when he became RKO Radio Pictures Corp. assistant treasurer and studio treasurer, serving also on the board of directors of Western Costume Co. as RKO representative and assistant treasurer of the holding corporation which bought the property leased by NBC for its first Hollywood studios.

In 1945, he was with Leo McCarey as secretary-treasurer of Rainbow Productions, which made "The Bells of St. Mary's". When Paramount Pictures acquired Rainbow in 1947, Mr. Rettig went along with the deal. After 18 months, however, he joined Dennis Day, radio-TV singing star, to handle his business affairs.

He joined NBC in 1950, but had no title at first. Eventually, he was named manager of television network operations, holding that position until TV and radio were consolidated. In the recent reorganization and integration of radio and TV operations, he was made director of finance and operations for NBC's Western division.

Despite his "addiction" to chain smoking (at least three packs of cigarettes a day, plus a pipe and cigars), he shows little outward indication of working pressures. He remains unruffled, applying energy not used for hobbies to work.

Mr. Rettig married the former Rosalie Castner Dec. 2, 1934. With their three sons—H. Earl Jr., 16, and Rickey and Ronney, 9-year-old twins, they live in the Cheviot Hills district of Los Angeles.

Have you ever tried to sell a Pangolin?

(Pangolin — scaly anteater from Southeast Asia)

Probably not, but Station WNBQ has—and quite successfully. Not only a pangolin but also other unusual creatures at the Chicago Natural History Museum.

When attendance at the Museum during January to August 1952 showed a decline from the previous year, officials turned to Station WNBQ for help. A schedule of live station breaks was started in September and attendance during the remainder of the year jumped 18.5 per cent over the same months in 1951.

> *"The lion's share* (of the credit) *goes to WNBQ,"* reported Miss Christine Tardy, of the Public Relations Division of the Museum. And she also wrote, *"We find the live breaks an excellent method for stimulating interest."*

Here is further proof that WNBQ sells and the live station break technique which WNBQ pioneered and perfected is just one of the many aids Chicago's number one television station offers its advertisers.

Give your product or service the WNBQ sales stimulant in Chicago where

Some Spots are Better than Others

and those spots are on . . .

NBC TV

REPRESENTED BY NBC SPOT SALES

WNBQ
CHANNEL 5

Advertisers

who like

expanding

markets

can't miss

with

Baton

Rouge's

WJBO

For instance,

retail sales

in the area

were up

15% in '52.

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO

WBRL (FM)

. . . that's what you like about the South

OPEN MIKE

Map Missed

EDITOR:

I have received my copy of your BROADCASTING • TELECASTING the 1953 Yearbook issue.

However, I was surprised to find that, unlike last year, this issue did not include the usual BROADCASTING • TELECASTING *map.*

Was this omitted from my copy, or do you intend sending it along later under separate cover?

Jean-Francois Pelletier
Young & Rubicam Ltd.
Montreal, Canada

[EDITOR'S NOTE: Because of rising costs, B•T was obliged to eliminate the map from the Yearbook package. However, copies of an up-to-date map are available at moderate cost—$1 for one copy, $4.50 for five copies, $8.50 for 10 copies and $20 for 25 copies.]

Real Service

EDITOR:

Two articles in recent issues of your esteemed publication have interested my television associates and me very much; the piece by Crandall ["How Big Will TV Be?"; B•T, Feb. 9] and the one giving the figures on revenue per set [B•T, Jan. 26, "Facts & Figures"]. Publication of these have been a real service to us, as I am sure they have been to many others. . . .

Harry C. Butcher
President
KIST Santa Barbara, Calif.

Board of Review

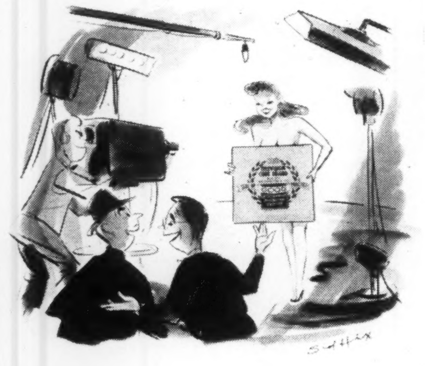
EDITOR:

Sid Hix did all right February 23. I have clipped this piece and carefully inserted it in the file for formal consideration of the Code Board during the course of its next meeting. Undoubtedly our action will be formalized by resolution, copy of which will be forwarded to you.

I am sure Mrs. Bullitt will object to the hairdo, Jack Jett will take very violent exception to the complacency exhibited by the cameraman, Lennie Reinsch will deplore the lack of attention on the part of the producer and Walter Damm will scream at the plunging neckline. As far as I am concerned, I think the seal is a very good likeness.

John Fetzer, President
WKZO-AM-TV Kalamazoo, Mich.

[EDITOR'S NOTE: The Hix cartoon to which Mr. Fetzer, who is chairman of the Television Code Review Board, refers is reproduced below.]



"That agency man's suggestion to the Code Board sure pepped up viewer interest in the Seal of Good Practice."

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Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
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The best
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MARKET

use the
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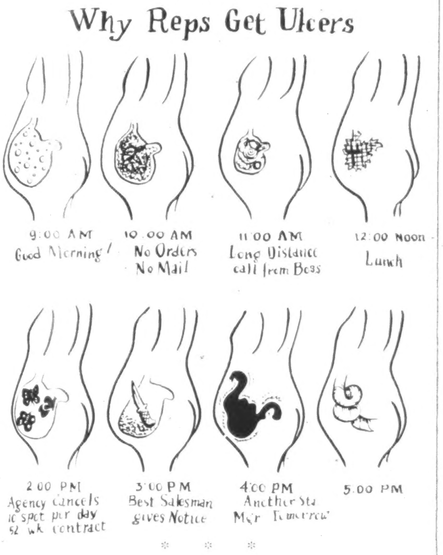
Rep: Capper Publications, Inc.

Belly Laugh

EDITOR:

I thought you would get a kick out of the attached.

F. E. Spencer Jr.
Executive Vice President
George P. Hollingbery Co.
New York



* * *

Second Generation

EDITOR:

. . . I note on page 28 of your Feb. 2 issue you have two sons of John J. Gillin Jr. working at KFEL. I don't think either of the gentlemen happens to be a son of John, but more than likely are sons of his brother, Bill Gillin. John did have a daughter, Joan, and a son, Johnny, but I don't believe the boy would be old enough to be handling a camera. . . .

Harry Burke
General Manager
KFAB Omaha

[EDITOR'S NOTE: Mr. Burke is right. The caption under the picture to which he refers should have identified John and Bill Gillin as nephews of the late John Gillin Jr.]

* * *

Injunction

EDITOR:

. . . Your editorial, "The Politic Way" [Feb. 23], says, "If that statute (meaning one making it a crime to defame by radio) were in effect, a broadcaster could appeal to the federal courts to enjoin the Commission of a crime. . . ."

That is really wrong. The federal courts will not, and the state courts will not, enjoin the utterance of defamatory matter. There is a very famous United States Supreme Court decision on this, *Near vs. Minnesota,* 283, U.S. 697.

Paul M. Segal
Segal, Smith & Hennesey
Washington, D. C.

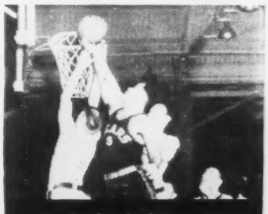
* * *

Help Wanted

EDITOR:

We are anxious to contact radio stations (with newspaper affiliation) who have a joint community or charity association. We're anxious to set up such a program here in Seguin, and would appreciate receiving copies of by-laws, a table or organization, etc., for such an association. . . .

Garfield Kiel
General Manager
KWED Seguin, Texas



they came! they saw! they BOUGHT!

DREWRYS LIMITED U.S.A. INC.
SOUTH BEND, INDIANA

January 27, 1953

Mr. Mort Sherman
Station WBNS-TV
33 N. High Street
Columbus 15, Ohio

Dear Mr. Sherman:

I just received your letter of January 20 relative to the merchandising activities of Station WBNS-TV on our "Telesports Digest" Program.

After reviewing the samples you enclosed, I'll say you've done an outstanding job on our behalf. This type of merchandising tie-in, plus the obvious interest and attention of the station and its personnel, is most impressive to me.

We at DREWRYS certainly appreciate the excellent co-operation we are receiving from your station. We earnestly believe that our association with such a promotion merchandising-minded organization is bound to prove beneficial to us.

Again, many thanks for the samples and keep up the fine work.

Sincerely yours,
DREWRYS LIMITED U.S.A. INC.

L. D. Fairbairn
Advertising Manager

Typical of the action packed Telesports Digest as seen weekly on WBNS-TV . . . thoroughly promoted and merchandised by a well-rounded, comprehensive program, indicative of the sales follow through accorded all sponsors on WBNS-TV.

WBNS-TV, the Nation's Number 1 Test Market Station.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

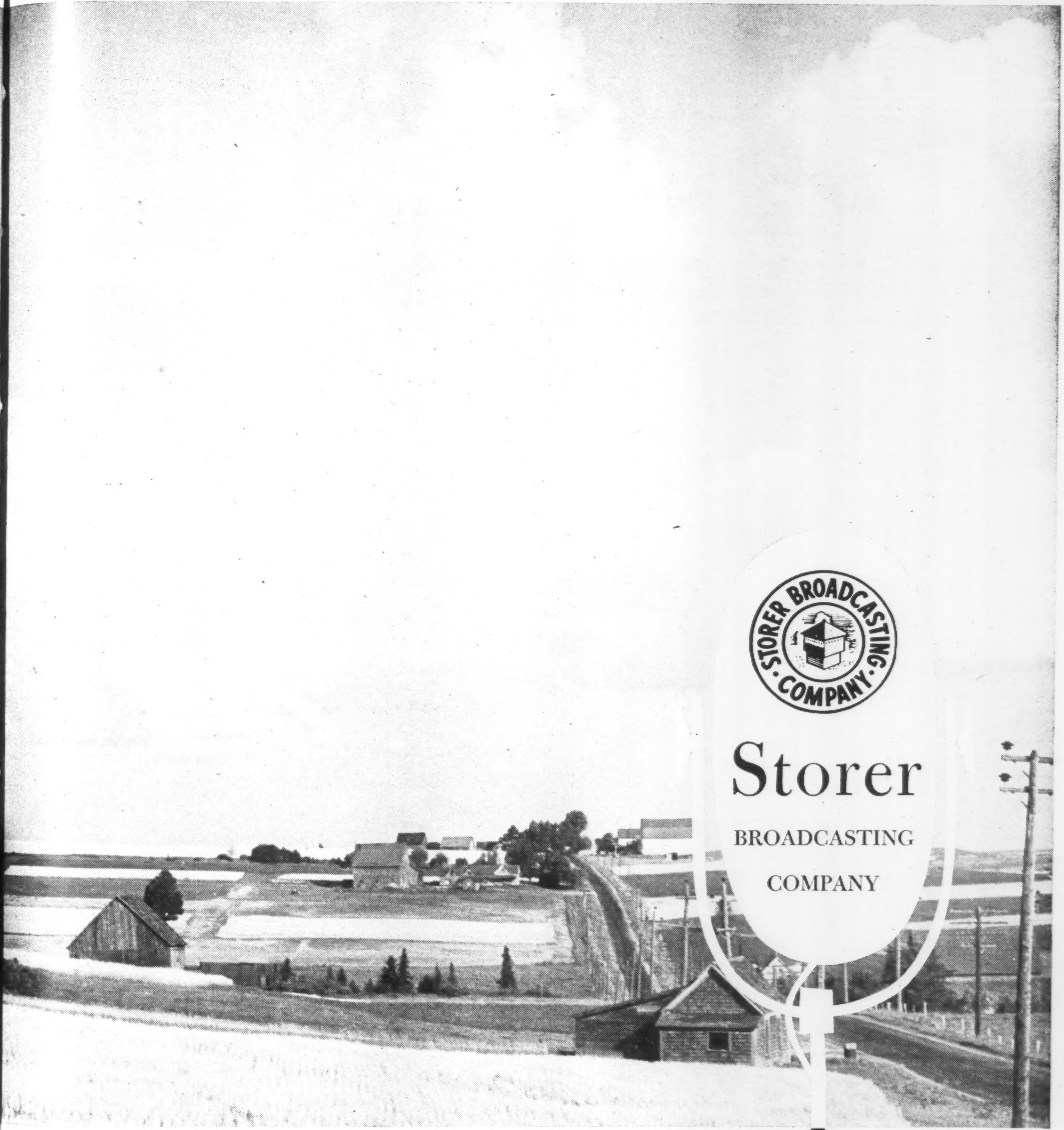
PUBLIC SE

Seventeen years — and over 6,000 broadcasts ago, WWVA—The Storer station in Wheeling, West Virginia, launched the *Tri-State Farm & Home Program*.

From the very beginning, it won a bumper crop of listeners in West Virginia, Ohio and Pennsylvania. For from the very beginning, it was well nourished by the contributions of Federal agricultural experts . . . extension services of three great universities . . . of county agricultural specialists — with WWVA providing its talents, towers and even transmitter site to assure the success of the show. (That site was converted into a 160-acre soil conservation exhibit and a game preserve.)

Today, with early morning and noon broadcasts, the program daily serves thousands of families on farms and in towns and villages of three states with the latest information to help them in their living and labors.

XUM



Storer

BROADCASTING

COMPANY

Public interest programs like this are typical of Storer station operation. With different formats . . . different objectives . . . different audiences—they all produce this common end-result: They build a bond between station and listener that's as impressive as it is immeasurable. National advertisers know it exists. It helps explain the fact that for over 25 years they have reaped an abundant harvest from the audiences served by Storer Stations.

WSPD, Toledo, O.
WWVA, Wheeling, W. Va.
WMMN, Fairmont, W. Va.
WAGA, Atlanta, Ga.
WGBS, Miami, Fla.
WJBK, Detroit, Mich.
WSAI, Cincinnati, O.
WSPD-TV, Toledo, O.
WJBK-TV, Detroit, Mich.
WAGA-TV, Atlanta, Ga.
KEYL-TV, San Antonio, Tex.

national sales headquarters:
Tom Harker, V.P.
National Sales Director

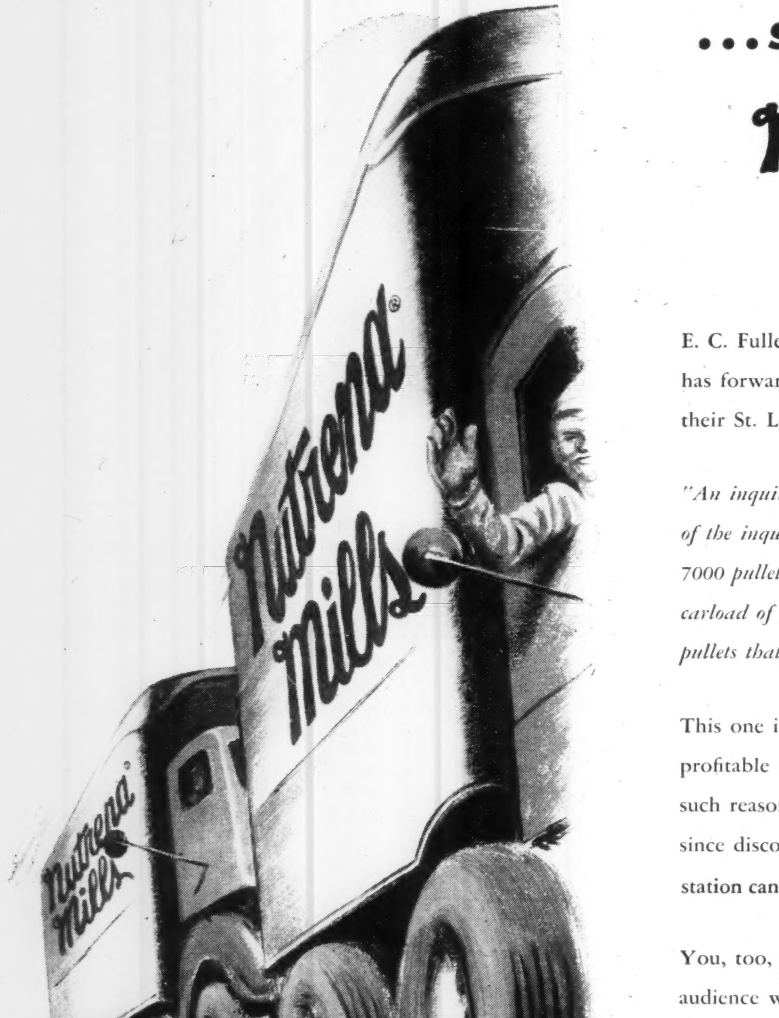
488 Madison Ave., N.Y. 22
ELdorado 5-7690

230 N. Michigan Ave., Chicago 1
FRanklin 2-6498

"Isn't radio wonderful!"

...says Les Cottrill of

Nutrena® Mills, Inc.



E. C. Fuller, of Nutrena Mills home office, has forwarded the following report from Les Cottrill, their St. Louis Division Manager:

"An inquiry to station WLS and our follow-up of the inquiry has sold two loads of egg mash crumblized for 7000 pullets and now the man wants to know what a carload of chick starter will cost him for 10,000 Leghorn pullets that will arrive March 13. Isn't radio wonderful."

This one inquiry represents the responsive and highly profitable nature of the WLS market....one of many such reasons why Nutrena Mills has used WLS regularly since discovering what this popular radio station can do for them, more than seven years ago.

You, too, will find that sound appeal to the vast WLS audience will get comparable results for you...will step up your sales and profits, particularly throughout the great mid-west, where WLS reaches millions of the nation's most prosperous and progressive people.

Better see your John Blair man...or contact us, today...and start enjoying the kind of results WLS can deliver for you and your products.

WLS GETS RESULTS
for the
AGRICULTURAL INDUSTRY

A Clear Channel Station

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

Frank Ferrin

on all accounts

WHEN Frank Ferrin was a Chicago agency executive jousting with clients, time salesmen and discount structures, he was the last to think he'd do the same some day with tigers, elephants and pythons.

His early experiences stood him in good stead, for CBS-TV's *Smilin' Ed's Gang*, which Frank Ferrin Co. packages and produces in Hollywood, is so successful it has been sponsored continuously by the Brown Shoe Co., St. Louis, since August 1950. Brown, through Leo Burnett Co., has sponsored the radio version (currently on ABC in non-TV cities) since September 1943.

Using his original radio show as a base, Mr. Ferrin began filming *Smilin' Ed's Gang* in 1949, when many of today's TV film producers were only thinking about entering the field. With Ed McConnell as narrator, the 30-minute East Indian jungle adventure series is one of the few using footage actually made with authentic animal and native scenes.

Mr. Ferrin and a crew spent several months in India last year. Another crew has been filming there since July, shooting 50,000 feet of color film thus far to add to 30,000 feet taken previously. From color, black and white prints are made.

"When color TV comes, we'll be ready," Mr. Ferrin says, adding that the reason for shooting footage in India is that "Even in Hollywood, we can't get 100 elephants, 200 head hunters or a herd of rhinoceri when we need them."

Mr. Ferrin believes this authentic jungle footage, to which is added necessary Hollywood-shot dialogue and action by a large cast, is responsible for the program's appeal.

Born in Minneapolis Nov. 13, 1904, Mr. Ferrin ran away from home after completing high school and joined a circus.

Entry into the advertising business came after he organized Midwest Recording Inc., Chicago production and transcription concern of which he was sales manager and executive producer. His start in radio took place at WRHM (now WTCN) Minneapolis, where he did a nightly comedy act, *Nels and Ole*, after selling time during the day.

Before forming Frank Ferrin Co. in 1946, he was vice president in charge of radio for Leo Burnett Co. He was associated previously with H. W. Kastor & Sons and with Henri, Hurst & MacDonald, both Chicago.

His wife is the former Barbara Steen. They make their home in suburban Northridge, and have two daughters, Colleen and Jacquelyn (Mrs. Don Olson).

KWFT
WICHITA FALLS, TEX
620 KC
5000 WATTS
KLYN
AMARILLO, TEX
940 KC
1000 WATTS

TWO TOP
CBS RADIO STATIONS
TWO BIG
SOUTHWEST MARKETS
ONE LOW
COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

NORTH CAROLINA is the South's No. 1 STATE

North Carolina's Number ONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF

also WPTF FM

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER

BROADCASTING
TELECASTING

March 9, 1953 Vol. 44, No. 10

HYDE SEES EISENHOWER ON FCC CHAIRMANSHIP

Visits with President for half hour, but expected announcement of his appointment as Chairman was not forthcoming. It was presumed announcement being delayed pending decision on selection of Republicans to succeed Messrs. Walker and Merrill.

ROSEL H. HYDE, the man thought most likely to become the new—and first—Republican Chairman of the FCC, conferred with President Eisenhower last Friday for half an hour, but he didn't leave the White House with the appointment in his pocket.

In keeping with the White House tradition of never quoting the President, unless authorized, Mr. Hyde was non-committal following his visit. He had been called to the Executive Mansion and, it was assumed the purpose was to receive notification of his promotion, along with a mandate to reorganize the agency along Republican lines.

But, when no announcement came, the view then was expressed, notably in informed circles on Capitol Hill, that the President perhaps wanted to "look Hyde over." There has been no outspoken opposition to Mr. Hyde, but it's known that a number of Republican stalwarts, insistent upon "cleaning up" the old Democratic agencies, have felt that a "new broom," rather than a career man should be named to the FCC. Whether Mr. Hyde sold himself to the President appeared to be the question.

Mr. Hyde came up through the ranks from docket clerk on the old Federal Radio Commission, and served successively as attorney, hearing examiner, Assistant General Counsel, General Counsel and Commissioner. He has been described by members of the Senate Interstate & Foreign Commerce Committee as the "ablest man on the Commission." If Mr. Hyde should lose out, the expectation is that an "outsider" with no alliances on the FCC would be named.

May Hold Appointment

There also was speculation about the possible withholding of Mr. Hyde's appointment until the President is ready to nominate Republicans to the two available positions on the Commission, transferring it from Democratic to Republican control, and thereby giving the new Chairman a working majority. There are now four Democrats, two Republicans and an Independent on the Commission.

Word was spread that Mr. Hyde, heavily endorsed by private communications companies and broadcasters, as well as by important party leaders, would get the Chairmanship. The final step awaited was the inevitable session with the President. When that happened Friday morning, the appointment was regarded as a *fait accompli*. Many of his friends and colleagues called to congratulate him, and the only comment from his office was, in substance, "premature."

Mr. Hyde's appointment would not require Senate confirmation since, under the law, the President selects the Chairman from among qualified members of the Commission. Mr. Hyde was appointed last year by President Truman for a new seven-year term.

Whether or not the status of Democratic Chairman Paul A. Walker, Oklahoma Democrat, has any bearing on the delay, could not be ascertained last Friday. Mr. Walker, 71 and the only charter member of the FCC, created in 1934, has not tendered his resignation and is said to have no intention of doing so. But it has been ascertained that President Eisenhower can rescind an order issued by his predecessor extending Mr. Walker's term despite the fact that he has passed the statutory retirement age of 70.

President Eisenhower thus can pick up the unexpired portion of Mr. Walker's term, and also nominate a successor to Eugene H. Merrill, Utah Democrat.

Many names are under consideration for the impending vacancies. In the forefront, from broadcaster ranks, is understood to be Charles H. Garland, general manager of KOOL Phoenix, and a 30-year veteran in radio, both in Illinois and Arizona. A practical broadcaster, he has long been identified with the Gene Autry operations.

The second appointment, it was thought, might readily go to a man, preferably a lawyer with a background in public utility-common carrier regulation. Commissioner Walker is the only present member of the FCC with such a background, having served as chairman of the Oklahoma Corporation Commission prior to his appointment to the FCC.

Rosel H. Hyde
At White House Friday

Mentioned for the two vacancies are:

Lewis Allen Weiss, former chairman of Mutual and of Don Lee, a resident of Los Angeles, who retired last year from public office after having served a year and a half as deputy administrator of NPA and director of the Office of Civilian Requirements of DPA.

Thad Brown, vice president in charge of television affairs of NARTB and the son of the late former Commissioner Thad Brown.

J. Paull Marshall, 42-year-old attorney and member of the Maryland Assembly, active in the Young Republican Club during the campaign.

William Speare, former AT&T attorney in Washington, who for the past several years has been practicing law in Fremont, Neb.

Lyman Smith, 35-year-old district attorney of Penn Yan, N. Y., the upstate wine district represented by Rep. John Tabor, chairman of the powerful Appropriations Committee, and who has Rep. Tabor's support.

Fred Palmer, midwestern radio consultant and former station manager, who has been an active candidate from the start.

Edward J. Scheuffler, Kansas City attorney, active in Republican politics and closely identified with the Eisenhower campaign.

Walter Johnson, of Heathsville, Va., former FCC attorney (1935-39) and now commonwealth's attorney of Northumberland County. He was the unsuccessful 1949 Republican nominee for governor of Virginia.

Earlier Conferences

Prior to his call to the White House, Mr. Hyde had conferred with officials of the Republican National Committee. A fortnight ago, he was in session with Wesley Roberts, chairman of the committee. At that time, it is believed, he advised the chairman that he had in mind reorganization of the FCC to eliminate those holding patronage positions or those who have been regarded as left-wingers or troublemakers. It is believed that at least two dozen key position are involved at the staff level.

The only criticism directed against elevation of Mr. Hyde was premised on the view that, as a career man, he would not be disposed to "clean up" the FCC, long under Congressional fire. There was talk of a "new broom" in the person of an outsider who would not be beholden to the existing organization. There was considerable Congressional pressure in favor of the temporary return of former Commissioner Jones, now in private law practice, or of Norman S. Case, former governor of Rhode Island, who served on the FCC from July 1934 to June 30, 1945.

Mr. Hyde, however, had virtually unanimous endorsement of leaders in radio and television and also had substantial support among influential members of Congress.

New General Mills Products To Get Broadcast Launching

Firm will test Sugar Jets and Sugar Smiles; may promote them on TV network shows.

GENERAL MILLS, Minneapolis, will use radio and television spots and programs to help launch its distribution of two new cereal products in test markets this month.

Samuel Gale, vice president in charge of advertising for the firm, disclosed this in response to a query on plans to introduce Sugar Jets and Sugar Smiles in New York and Ohio.

Mr. Gale said a "standard, balanced campaign" would be utilized, including substantial use of radio and television.

At least two TV shows are reportedly in preparation by William Esty Co., New York, new agency for Sugar Jets. A second agency, Tatham-Laird Inc., Chicago, was mapping similar plans for Sugar Smiles. T-L also handles GM's Kix account.

An unconfirmed report is that the two new cereals may be inserted into the company's video programs, *The Lone Ranger* and *Stu Erwin Show,* replacing Cheerios and Kix. Cheerios is handled by Dancer-Fitzgerald-Sample.

General Mills announced it has delayed entering the sweet cereal field until a series of extensive consumer tests proved successful. The campaign, still in the test stage, may expand radio and TV usage.

The new product campaign is not tied in with General Mills' contemplated spot saturation drive, scheduled to kick off this month. The company is expected to concentrate the bulk of the spot blitz on other products. The spot project for Wheaties will probably be as intense as in 1952.

Executives of Knox-Reeves Adv., Minneapolis, met in Chicago Thursday and Friday for a round of discussions with Lowry Crites, GM's radio-TV media director. Meeting with him were "Chuck" Anderson, assistant media director, Dr. A. R. Root, vice president and director of media and research, and Paul Phillips, account executive on Wheaties account.

The cereal campaign is expected to continue through the summer months. Last year, GM used 90 announcements at an average of more than 10 per day over a 17-week period. The firm sold stations on the formula of providing Class A time for four-fifths of radio-TV commitments, but with the overall rate based on one-half the individual station's daytime one-time rate. This gave General Mills a discount of 60%, according to estimates made at the time. Dr. Crites has declined to say what formula, if any, would be offered to stations this year.

Gardner Agency Realigns

MEDIA and research departments of Gardner Advertising Co. have been split into separate units, and several key appointments have been made. Warren J. Kratky, with Gardner five years, was named media director. Other appointments: Champ C. Humphrey, vice president and director, becomes account executive on Pet Milk, and John C. Naylor Jr., formerly in charge of radio-TV media, shifts to the account management staff. No replacement for Mr. Naylor was announced.

Mr. Humphrey succeeds Henry O. Whiteside, who leaves the firm after 10 years' service. Mr. Humphrey has been vice president in charge of media and research since 1950. Kenneth E. Runyon is the new research director. Appointments were announced Monday by Elmer G. Marshutz, agency president.

Ad Council Blood Pleas

"GIVING blood is the easiest thing in the world to do!"

That slogan is the theme of special balops and flip cards on the National Blood Program sent by the Advertising Council to the broadcasters, advertisers, and agencies who teamed up the week of Feb. 22-28 to persuade their audiences to join the ranks of blood donors.

Cunningham & Walsh, volunteer agency for radio-TV on the blood program, prepared the visual materials and the accompanying announcements, scheduled by the Council as part of its TV allocation plan.

LONG-TERM contract between WBBM Chicago and Morris B. Sachs Inc. for 18 quarter-hours a week is signed. L to r (seated): Mr. Sachs and E. H. Shomo, WBBM sales manager; standing, Norman Heyne, account executive, Ruthrauff & Ryan agency; Pat Wright, Sachs Inc.; Don Mann and Bill Miller, WBBM account executive and assistant sales manager, respectively; Betty Wentzel, Ruthrauff & Ryan, and Al Bland, WBBM program director.

HOUSEWARMING at Bozell & Jacobs agency's new Chicago office was hosted by Nathan E. Jacobs (l), president, who headquarters in Chicago, and Morris E. Jacobs, board chairman, who works in the Omaha office. Advertising and public relations firm, which has 11 offices, opened new quarters at 205 N. La Salle St.

Hahn Notes Ad Contributions To American Tobacco's Sales

CONTRIBUTIONS of advertising to the dollar and unit sales record achieved by the American Tobacco Co. in 1952 are spotlighted in the company's annual report mailed to stockholders.

In a letter accompanying financial statements, Paul M. Hahn, president of the company, said advertising was a "principal factor" in accomplishing "great volume," and thereby keeping prices lower. He paid tribute to the company's TV and radio programs and personalities that won some 25 national and local awards, citing *Your Hit Parade, Robert Montgomery Presents,* and *The Jack Benny Program.*

He said extensive promotion of cigarettes through radio, TV, newspapers, magazines and other media is necessary because they are sold in a highly competitive market.

"Considerable misinformation exists as to the cost of cigarette advertising. In spite of its comprehensive nature, your company's cigarette advertising costs only about one-third of a cent per package of 20 cigarettes."

The company's annual report showed that net income for the year was $34,068,963 as compared with $33,109,669 for 1951. Dollar sales were listed at $1,065,738,534, as compared with $942,552,034 in 1951.

Kobak Stresses ARF Goal Of Sound Research Methods

ADVERTISING Research Foundation is striving to eliminate guesswork in advertising and to substitute facts substantiated by research based on sound standards, Edgar Kobak, ARF president, told the Pittsburgh Advertising Club at a luncheon meeting last Tuesday.

Mr. Kobak acknowledged progress in advertising research in recent years, but added, "There is still a lack of research standards and uniform methods which are needed in any field for scientific study."

"This isn't any overnight job," Mr. Kobak said, and "no magic will bring it about. And we most certainly don't expect any miracles—and don't you expect any. It's a long-range job and it will require a lot of hard work and industry support."

ARF already has committees actively working on three major projects, including a study of radio-TV rating methods, Mr. Kobak said.

TEN CAMPAIGNS SET IN BRISK WEEK

Spot and network campaigns on radio, TV, bought by Conoco, Columbia Records and Instant Chase & Sanborn Coffee; other advertisers formulating plans.

IN A WEEK of spirited business action in which the pattern was diverse, at least 10 advertisers were found by BROADCASTING • TELECASTING last week to be developing new moves affecting spot and network campaigns in radio and TV.

Among the spot proponents, Continental Oil Co., Ponca City, Okla., for Conoco, will break a radio spot announcement schedule in 50 markets effective March 18. Length of contract is fairly short, and varies in different markets. Benton & Bowles, New York, is the agency.

Columbia Records, through McCann-Erickson, New York, following a more diverse policy, will spend $100,000 in an advertising campaign using TV and radio spots, as well as other media. The TV spot campaign which started last week as a test in 22 markets, continuing for two weeks, may be expanded later.

Coffee Campaign

Instant Chase and Sanborn Coffee will take on a radio spot campaign effective April 1 in 25 markets. Contract is for at least 13 weeks with possible expansion through the summer. Compton Adv., New York, is the agency.

Pream, through Ralph H. Jones, Cincinnati, is starting a national radio spot campaign March 30 for 13 weeks.

Shulton Toiletries, through Wesley Assoc., is known to be preparing an addition of several markets to its already formidable list, effective April 1.

Curtis Pub. Co. will relinquish its sponsorship of *Keep Posted* on DuMont (Tues., 8:30-9 p.m. EST), effective March 31. The advertiser is re-evaluating its entire radio and television budget, and the money saved by cancellation of the program "will probably go into spot activity," a spokesman from BBDO, New York, agency for Curtis, told BROADCASTING • TELECASTING. Curtis is using a radio and a TV spot schedule.

The Nestle Co., White Plains, N. Y., for Nescafe, under CBS Radio's "power plan," effective April 8 will become a co-sponsor of three radio programs: *FBI in Peace and War, Meet Millie,* and *Mr. Keen, Tracer of Lost Persons.* Nescafe sponsors the trio of programs along with Procter & Gamble and Brylcreem. Thus the "power plan" assumes a sell-out status. Agency for Nescafe is Sherman & Marquette, N. Y.

Drew Pearson Dropped

In another shuffle of plans, Carter Products will drop sponsorship of *Drew Pearson* on ABC radio and DuMont TV network, with the money, it was understood, going into another television network show. Negotiations are under way for a new property on possibly another network, with details expected to be revealed within 10 days. Ted Bates & Co., New York, is the agency

Meanwhile, DuMont is considering carrying Mr. Pearson on a sustaining basis. ABC late last week had not decided on the program which will succeed Mr. Pearson in the vacated time segment.

General Mills, it was understood, was considering cancelling its *Silver Eagle* ABC radio network show with the object of funnelling the saving into a projected spot summer schedule for several of its cereal products [B•T, Feb. 16]. Knox-Reeves, Minneapolis, is the agency. (See separate story.)

In another and fully-crystallized budgetary move, Pearson Pharmacal Co. (Ennds) will take over the 7:30-8 p.m. Saturday time being vacated by Dunhill's *My Hero* show on NBC-TV, which will go on a half-hour later, 8-8:30 p.m. This action is in addition to Ennds' alternate-week sponsorship of *Eye Witness* (Mon., 9-9:30 p.m.) also on NBC-TV. Harry B. Cohen, New York, is the agency.

General Foods for its Jell-O, through Young & Rubicam, New York, is understood to be contemplating a new property for a half-hour network television show.

Johnson & Johnson Eyes Show

Johnson & Johnson, one of the advertisers on the ill-starred *All Star Revue* on NBC-TV, is understood to be interested in a nine-week fall network program of its own devising.

Pet Milk, the other sponsor on *All Star Revue,* is being courted by three networks, NBC, CBS-TV and ABC, in an attempt to engage the client's interest in a network property and time.

Renewals played their part in the week's activity, too:

Scott Paper Co. has agreed to carry on with its *Patti Page Show* on CBS-TV, but with a new format.

General Foods (Swansdown Flour and Sanka) has renewed its *Our Miss Brooks* on CBS-TV Friday, 9:30-10 p.m. Young & Rubicam, N. Y., is the agency.

General Electric renewed *I Married Joan* on NBC-TV, Wednesday, 8-8:30 p.m., through Young & Rubicam.

'New Drew' Pearson

DREW PEARSON goes local for the first time next Saturday with a quarter-hour "behind-the-scenes" informal feature on WTOP-TV (CBS) Washington, signed for a firm 13 weeks by Emerson Radio of Washington, Inc., local distributor. Mr. Pearson becomes the "new Drew" with adoption of an informal living room set, an adlib format and chats on topical matters with two assistants, Jack Anderson and Fred Blumenthal, and a secretary. His network news shows on ABC radio and DuMont will be dropped later this month, with the makers of Carter's liver pills allocating more money to television and adopting a non-news format. Local agency is Robert M. Gamble Jr.

'Life Is Worth Living' on MBS

IN A move to reach areas out of range of its present TV coverage, Admiral Corp. last week announced a new series starring Bishop Fulton J. Sheen on the full MBS radio network.

Bishop Sheen will bring his *Life Is Worth Living* to over 560 Mutual affiliates starting this Thursday, 8-8:30 p.m. CST. He currently is on over 70 DuMont TV Network stations each Tuesday. Negotiations were handled by Erwin, Wasey & Co., New York.

Firm had announced last month that it would spend $20 million for all advertising this year—largest in its history.

Bates Heads L&F AM-TV

JOHN BATES, radio-TV account executive on the Hudnut Sales Co. account for Kenyon & Eckhardt, N. Y., has joined Lambert & Feasley, same city, as director of the radio and television department.

PARTY for about 40 agency timebuyers staged by KMPC Los Angeles last Tuesday in New York was attended by (l to r): Kneeling, Al Kerr and Paul Weeks, H-R Representatives, national representatives for KMPC; Robert Reynolds and Charles Cowling, KMPC; standing, Frank Coulter, Young & Rubicam; Frank Headley, H-R Representatives; James Luce, J. Walter Thompson Co.; Gene Autry, KMPC and KOOL Phoenix and KOPO Tucson; Frank Silvernail, BBDO, and Frank Pellegrin, H-R Representatives.

Old Gold Executive Critical Of Hypoed Ad Claims in Media

P. Lorillard's Alden James criticizes tobacco industry for medical claims; alleges they hurt all advertising.

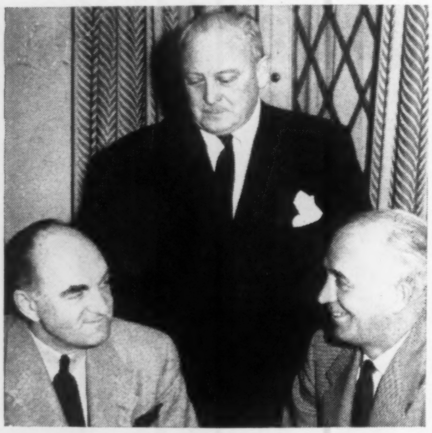
EXTRAVAGANT advertising claims can hurt the cigarette industry as well as the advertising profession. Alden James, advertising director and a member of the board and executive committee of P. Lorillard Co., makers of Old Gold cigarettes, said in an address to Philadelphia's Poor Richard Club.

"I think one thing some of the people in our industry can be criticized for is the way they have made a football of the medical profession," Mr. James said. When cigarette manufacturers claim medical specialists checked a group of smokers and found no irritation of eye, ear, nose and throat from smoking their brand of cigarettes, "that is when we say medical claims in cigarette advertising reach the point of absurdity," Mr. James said.

"We feel psuedo-scientific claims and psuedo-scientific advertising have no place in our business or in any business. Extravagant advertising claims are not only wholly unnecessary, but there is a better way to get and keep business in the long run," he said.

"Television presents a challenge to honesty and believability of advertising," Mr. James stated. "Most people really believe in advertising. What they take exception to is some of the advertising practices and the lack of principle which inspires them."

Mr. James said advertising cost is approximately 2/5th of one cent on a package of cigarettes, and this is 60% less than 40 years ago. "Because advertising creates valuable turnover (as high as 50 times a year), you can be sure of getting the brand you want. And through volume, created by advertising, all cigarettes have improved," said Mr. James.



GOEBEL Brewing Co. President Edwin J. Anderson (seated, l), okays sponsorship of Detroit Tigers' exhibition, home and road games on WJBK-AM-TV Detroit starting March 7. Discussing details with him are C. E. Carey (standing), vice president in charge of sales for Goebel, and Gayle V. Grubb, vice president and managing director of the stations. WJBK will be key station in the Goebel baseball network, and its TV affiliate will carry 35 home games on the Tiger schedule.

Standard for 'Midgets'

PROPOSAL that standards be adopted for midget radio announcements was made last week by Station Representatives Assn. [CLOSED CIRCUIT, Feb. 23], which submitted the following for industry approval:

Name: Radio Shorts.

Mechanical: These shorts may be live or E.T.

Duration: The shorts shall not be more than 8 seconds or 16 words.

While shorts may be of lesser duration or contain fewer words, SRA recommends that no smaller time unit than 8 seconds be set up.

Picard Agency Changes Name; Adds Redfield as Partner

PICARD Adv. Co., New York, became Picard, Marvin & Redfield March 2 with addition of L. L. Redfield as a partner. Mr. Redfield resigned as chairman of Dowd, Redfield & Johnstone to become executive vice president of the new agency. The other partner, William S. Marvin, joined Richard A. Picard in 1934, 10 years after the founding of the agency. Mr. Marvin is a vice president.

Mr. Redfield has brought nine new accounts to the agency which will increase its billing about 40%, he told B•T. New accounts brought in are Edward Petry Co., United Television Programs, Meseck Steamboat Co., M. Ewing Fox Co., Godell's, William H. Nicholls Co., Woolfoam Co. and Standard Remedy Co. Picard accounts include several auto dealers and divisions of Borden Co. and International Paper Co. Mr. Picard continues as president.

Senators Baseball Network

WASHINGTON Senators' league and exhibition baseball games will be fed by WWDC Washington to a 17-station network in a three-state area under sponsorship of National Brewing Co., Baltimore. Total of 168 games will be aired.

Network, which may be expanded, now includes WCHV Charlottesville, WREL Lexington, WLVA Lynchburg, WANT Richmond, WTON Staunton, WNNT Warsaw, WINC and WRFL Winchester, WSTK Woodstock, WFVA Fredericksburg, all Virginia; WCFM Cambridge, WCUM Cumberland, WFMD Frederick, WARK Hagerstown, WASL Annapolis, WLIK Leonardtown, all Maryland, and WHVR Hanover, Pa.

BBDO Names McCarthy

W. BARRY McCARTHY has been named director of the office of public relations and publicity of BBDO, New York, effective immediately, Ben Duffy, agency president, announced Wednesday. He succeeds William Maloney, who has resigned. Mr. Maloney's future plans were not announced. Mr. McCarthy was West Coast director of public relations for Ford Motor Co., and before that on the creative and client contact staff of Foote, Cone & Belding, San Francisco.

Challenges FTC Charge

ALLEGATIONS of a Federal Trade Commission hearing examiner in an initial decision involving advertising claims of Marlene's Inc. for its Mynex Tablets were refuted last week by Edward H. Larson, partner in O'Neil, Larson & McMahon, Chicago, which handles the account.

He challenged findings generally of FTC Examiner Abner E. Lipscomb, but refused to say whether Marlene's would appeal.

The FTC initial decision identified R. J. Smasal and James O. Webb as officers of Marlene's and mentioned Mr. Larson and Nelson J. McMahon as co-respondents in the complaint. Mr. Larson said the firm had used TV spot announcements but no radio.

The decision challenged claims that the tablets possess weight-reducing properties. Defendants were ordered to discontinue four representations. Decision becomes final in 30 days from Feb. 27 unless appealed.

NEW BUSINESS

Spot

Masland Rugs planning to place three-day radio spot announcement schedule in 30 cities effective mid or late March. Agency: Anderson & Cairns, N. Y.

Dale Dance Studios (nationwide dance school chain), adds WLOL Minneapolis, WOL Washington, WWIN Baltimore, WABC New York, WPAT Paterson, N. J., WAAT Newark and WJBK Detroit to group of stations already carrying 10-minute programs. Agency: William Warren, Jackson & Delaney, N. Y.

Network

Scholl Mfg. Co., Chicago (foot comfort remedies and appliances) buys five-minute newscast, 4:55-5 p.m., Sun., on MBS network starting March 29. Agency: Donahue & Coe, N. Y.

American Home Products, N. Y. (Anacin & Bi So Dol products), sponsoring Gabriel Heatter news commentaries on Mutual, Mon. and Wed., 7:30-7:45 p.m., effective last Monday. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

American Tobacco Co. (Lucky Strike cigarettes) has renewed alternate-week sponsorship of *Robert Montgomery Presents* for 52 weeks on NBC-TV, Mon., 9:30-10:30 p.m. EST.

Scholl Mfg. Co., buying Mon. 3:30-3:40 p.m. portion of Paul Dixon show, Mon.-Fri., 3-4 p.m. on DuMont TV network, effective March 16. **Vitamin Corp. of America** buying 3:40-3:50 p.m. segment, Wed., effective March 18. Both contracts are for 13 weeks. Agency for Scholl: Donahue & Co., N. Y. Agency for Vitamin Corp.: Kastor, Farrell, Chesley & Clifford, N. Y.

Agency Appointments

Jaguar Cars Ltd., Coventry, England, appoints West-Marquis Inc., L. A., to direct national advertising in U. S. **T. L. Stromberger** is account executive. **H. B. Humphrey, Alley & Richards Inc.,** N. Y., will handle public relations and dealer advertising east of Mississippi.

Bee-lyte Fiberglass Co., Chicago, appoints

XUM

WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION, FOR SECOND CONSECUTIVE YEAR

BY NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

At recent convention of National Association of Radio News Directors, Baskett Mosse, chairman of committee judges, said: "The Medill School of Journalism of Northwestern University is happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1952".

In presenting the award Mosse said: **"This is the first time in the history of the National Association of Radio News Directors that the awards committee has selected a radio station as the outstanding radio news operation in the country for the *second consecutive year*. I think this is an unusual honor and I know that you are proud of it and we are really proud to give it to you. Not to take anything away from the other entries in this contest, but I would like to say that your particular entry won this award by unanimous vote. Every judge on our awards committee voted for WHO as the outstanding radio news operation — 1952".**

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: six leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedias.

The six leased-wire machines include two Associated Press, two United Press and two International News Service machines. WHO's leased-wire service exceeds the facilities used by many of the country's leading daily newspapers; and is unsurpassed by any radio station in this section of the country. Only two of the six machines are "radio" wires — the other four bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

Proud as we are of this award, we are more proud of the people on our staff who helped us win it. The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewriters and broadcasters, *all of whom are heard regularly on the air.* The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 100 years' experience in news work. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 70 correspondents — or part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services' coverage. Staff members check directly with peace officers and hospitals each morning to get accident reports and accident victims' conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO SHIFTS

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, another Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news copy especially for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras: These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-the-minute reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mentioning an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters in many cases because of the lack of a street address or the name of the next of kin. **Management at WHO considers the public service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".**

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is *Iowa's greatest advertising values*. The 1952 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

+ WHO for Iowa Plus! +
DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Hall of Fame

NOMINATIONS for the Advertising Hall of Fame will be received until April 15 by the Advertising Federation of America. Selection will be announced at AFA's 49th annual convention at Cleveland June 16.

Frederick Asher Inc., same city. All media is contemplated.

California Strawberry Council, S. F. (frozen berry packers), appoints Alport & O'Rourke, that city.

Washington State Dairy Products Commission, Seattle, appoints The Burke Co., same city. Radio-TV will be used. Account executive is **Floyd O. Flint.**

Wilkinson Co., Santa Monica, Calif. (dental metallurgists), appoints Western Adv., Agency Inc., L. A. **Kenneth J. Slee** is account executive.

Columbia Tobacco Co. appoints Doyle Dane Bernbach Inc., N. Y., for Du Maurier cigarettes.

Personalized Foods Inc., L. A. (Twang cheese spread), appoints Irvin Rose Agency, Hollywood. Radio-TV will be used.

Harry Glemby Inc., N. Y. (Lorraine hair nets), appoints Herschel Z. Deutsch & Co., same city.

Moss Stores Inc., S. F. (chain of 52 women's apparel stores), appoints H. Jack Wyman Adv., that city.

International Restaurant, Oakland, Calif. (airport), appoints Robert L. Pickering Adv. Agency, that city. TV will be used.

HELPFUL salesmen offer pens to Arnold Perlman (c), president of Helene Pessl Inc., (Little Lady Toiletries), which is sponsoring Irene Wicker in *Little Lady Story Time* on WABC-TV New York. At the left is Paul Mowrey, station manager, with Ed Bleier (r), station account executive. Keystone Adv. handles the account.

P&G TOPS '52 NETWORK TIME BUYERS

Over $30 million was used by the soap company last year in outbuying all other networks sponsors; food firms, as a class, however, lead the list in both AM and TV.

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS IN 1952

	Advertiser	Gross Time Expenditures
1	Procter & Gamble	$ 16,235,025
2	Miles Labs.	7,021,901
3	Sterling Drug Inc.	6,370,822
4	General Mills	6,151,026
5	General Foods Corp.	6,119,430
6	Lever Brothers Co.	5,759,817
7	Gillette Co.	4,184,685
8	Colgate-Palmolive-Peet Co.	4,135,687
9	American Home Products	4,087,107
10	Liggett & Myers Tobacco Co.	4,027,962

TABLE II

TOP TEN TV NETWORK ADVERTISERS IN 1952

1	Procter & Gamble Co.	$ 14,204,797
2	Colgate-Palmolive-Peet Co.	8,252,416
3	R. J. Reynolds Tobacco Co.	7,379,300
4	General Foods Corp.	7,379,300
5	Lever Brothers Co.	6,607,548
6	American Tobacco Co.	5,917,709
7	Liggett & Myers Tobacco Co.	5,021,480
8	General Motors Corp.	4,928,803
9	General Mills	3,956,881
10	P. Lorillard Co.	3,770,021

TABLE III

TOP TEN NETWORK ADVERTISERS (RADIO & TV) IN 1952

1	Procter & Gamble Co.	$ 30,439,822
2	General Foods Corp.	13,498,730
3	Colgate-Palmolive-Peet Co.	12,388,103
4	Lever Brothers Co.	12,367,365
5	R. J. Reynolds Tobacco Co.	10,898,747
6	General Mills	10,107,907
7	Liggett & Myers Tobacco Co.	9,049,442
8	American Tobacco Co.	8,250,043
9	Gillette Co.	7,915,810
10	Miles Labs.	7,527,791

PROCTER & GAMBLE Co. was the top client of the nationwide radio and TV networks during 1952, according to a compilation by BROADCASTING • TELECASTING of advertising expenditures for network time as recorded by Publishers Information Bureau, which shows P&G to have bought $30,439,822 worth of network time throughout the year, $16,235,025 going for radio network time and $14,204,797 for TV.

The Cincinnati soap manufacturer ranks first in gross time purchases from both radio and TV networks, as well as from the combination. This consistency is unmatched by other leading users of network time. General Foods Corp., ranking second with total time purchases, stands fifth on the 1952 radio network list and fourth on the TV network list. Colgate-Palmolive-Peet Co., third in point of total network expenditures, ranks second among TV network time users and eighth radiowise. Tables I, II, and III list the top 10 spenders for radio, TV and combined network time.

Comparison of Tables

Comparison of these three tables reveals that during 1952 six companies were included in the top 10 spenders for both radio and TV network time: The three already listed, P&G, General Foods and C-P-P, plus Lever Bros., General Mills and Liggett & Myers. All these companies naturally are included in the combined list, but not in the first six positions. R. J. Reynolds Tobacco Co., not among the radio top 10, was strong enough in TV time purchases (third) to make fifth position on the combined list, ahead of General Mills and Liggett & Myers. Incidentally, it is perhaps worthy of note that of the six on both radio and TV lists, only two, Procter & Gamble and General Mills, spent more for radio network time than for TV network time, the other four putting most network money into television.

Similar variations show up in time purchases of the different kinds of network advertisers. Foods rank first in purchases of both radio and TV network time, but tobacco products stand second on the TV list and fifty for radio. Toiletries, second in radio, ranks third in TV. Soaps are fourth in both lists, but automotive advertising ranks fifth in TV, tenth in radio. Drugs are third radiowise, seventh among TV network clients.

TV Advertising Pattern

Conclusion is inescapable that as TV matures it is developing its own advertising pattern which is somewhat similar but far from identical with that of radio, at least so far as network advertising goes.

When the number of advertisers using each kind of network during each quarter of 1952 are counted from the PIB tables, results somewhat surprisingly show fewer TV network clients during the fourth quarter than during the opening quarter of the year, while the reverse is true for radio. There were 177 TV network advertisers in the January-March period, 168 in April-June, 146 in July-September and 166 in October-December. Radio network clients numbered 171 in January-March, 177 in April-June, 175 in July-September, and 189 in October-December.

Dollarwise the picture is more encouraging for the TV networks. Their combined gross time sales for the opening quarter of 1952 totaled $45,674,388; second quarter total was $42,941,826; third quarter, $40,226,517, and final quarter, $51,952,149. Radio networks combined gross time sales were: $42,600,798 the first fourth of the year, $40,889,961 the second quarter, $35,118,237 the third, and $44,844,466 the final quarter.

Class-by-class comparisons of 1952 and 1951 TV network time sales were reported in the Feb. 23 B•T, for AM networks, March 2.

Gleason Enters ARB's Top Ten; 'Lucy' Seen by 45 Million in Feb.

FOR THE eighth month, *I Love Lucy* headed the American Research Bureau's ratings with a 73.2 and an audience of nearly 45 million in 66 markets, where three in four TV sets are tuned to the Philip Morris show on CBS Television.

Moving up to No. 10 spot from No. 23 is the *Jackie Gleason Show,* new to the top 10 ranks. Milton Berle's *Texaco Star Theatre,* rated fifth among the top 10 last month, goes to third place, the same which it held last November. It has consistently reached at least one-half of the sets in its 55-market area, and in February the show's total audience was more than 25½ million persons, ARB reports.

Top 10 shows, based on the week of Feb. 1-7, are as follows:

	Program	Rating
1	I Love Lucy (CBS)	73.2
2	Talent Scouts (CBS)	63.2
3	Godfrey and Friends (CBS)	53.4
4	Star Theatre (NBC)	51.5
5	You Bet Your Life (NBC)	50.6
6	Comedy Hour—Hope (NBC)	50.2
7	Dragnet (NBC)	48.1
8	What's My Line? (CBS)	43.0
9	Television Playhouse (NBC)	41.9
10	Jackie Gleason (CBS)	41.5

	Program	(Persons) (Add 000)
1	I Love Lucy (CBS)	44,660
2	Comedy Hour—Hope (NBC)	35,200
3	Godfrey & Friends (CBS)	32,230
4	You Bet Your Life (NBC)	29,210
5	Star Theatre (NBC)	25,540
6	Dragnet (NBC)	25,450
7	Show of Shows (NBC)	24,300
8	Talent Scouts (CBS)	23,530
9	Television Playhouse (NBC)	22,310
10	Jackie Gleason	20,340

Like ham goes with eggs

Low-cost results and W-I-T-H go together just like ham and eggs. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

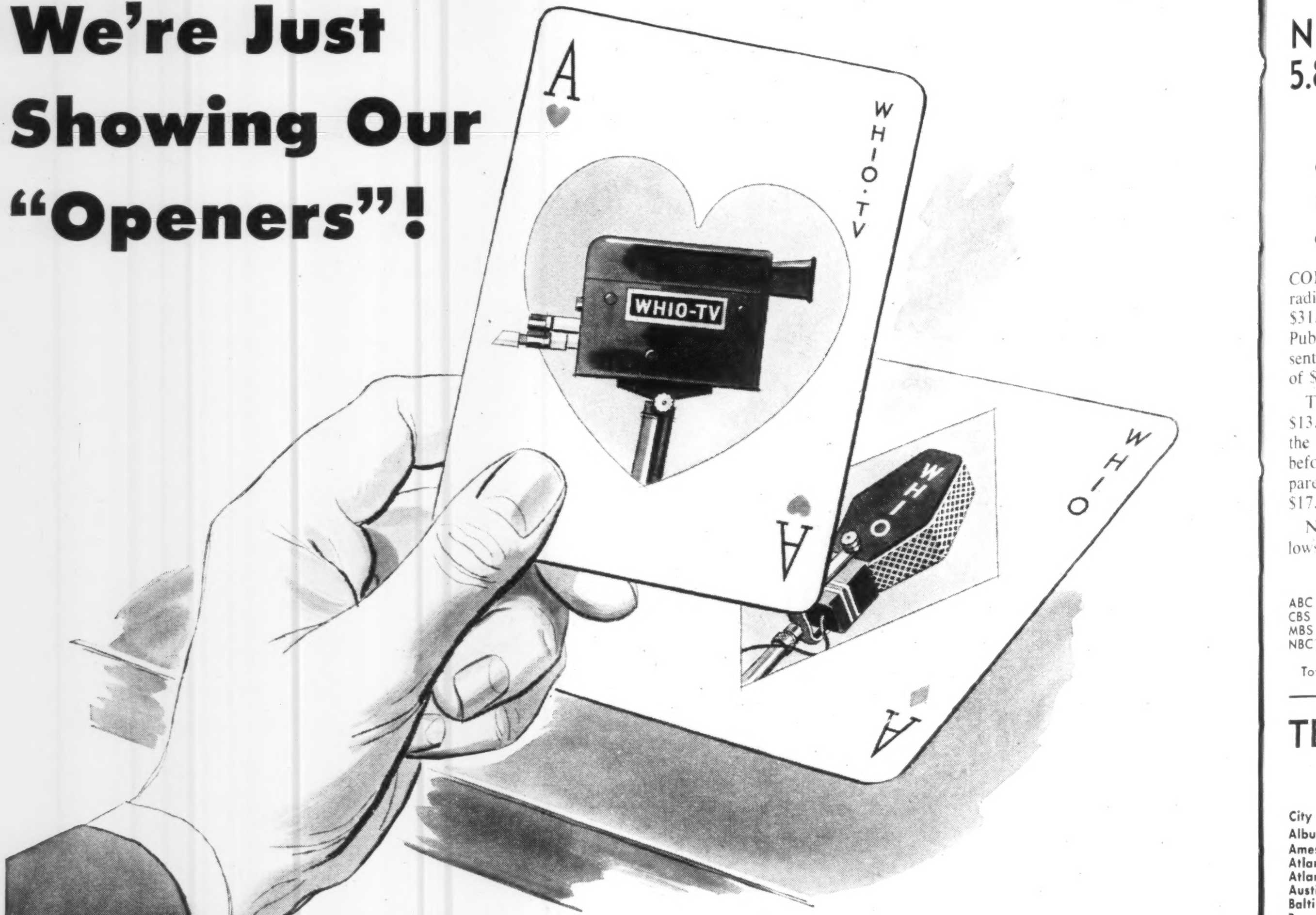
Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

We're Just Showing Our "Openers"!



Nobody calls us on coverage out here. We've got it and we know it! WHIO-TV carries the first two—and five of the top seven—once-a-week shows* in this area. WHIO-AM covers 37.9%** of the total radio audience in Dayton—against three other stations competing for that same audience. That's coverage! That means you can *dominate* in Dayton with either WHIO-TV or WHIO-AM.

It means you can *saturate* by selling your product on *both!* And you'll like the way we back up our "openers"; with an ace-high market where the average weekly pay check is one of the highest in the nation, a king-sized merchandising service *and* a king-sized promotion program. Let George P. Hollingbery, our National representative, tell you how to get in on this jackpot.

**January Pulse*
***Hooper average for the past year*

DOMINATE
with either

***WHIO-TV Coverage 1st in Dayton**

****WHIO Coverage 1st in Dayton**

SATURATE
with both

whio TV AM FM

DAYTON, OHIO

NETWORK SALES UP 5.8% OVER JAN. '52

Radio network volume is down 5%, TV network up nearly 16%, reports Publishers Information Bureau.

COMBINED gross time sales of the major radio and TV networks in January totaled $31,321,267, according to data compiled by Publishers Information Bureau. Figure represents a gain of 5.8% over the combined gross of $29,591,070 for January 1952.

The radio networks' combined total was $13,873,362 in January, a drop of 5.1% from the $14,519,511 gross for that month the year before. TV networks gross was up 15.8%, compared with the first month of 1952, and was $17,447,905 this year, $15,071,559 last.

Network-by-network breakdown, by PIB, follows:

	NETWORK RADIO	
	January, 1953	January, 1952
ABC	$ 2,669,327	$ 3,301,479
CBS	5,157,346	5,161,397
MBS	1,786,134	1,699,282
NBC	4,260,555	4,357,353
Total	$13,873,362	$14,519,511

	NETWORK TELEVISION	
ABC	$ 1,604,892	$ 2,020,461
CBS	7,321,386	5,074,643
DuMont	1,000,074	717,148
NBC	7,521,553	7,259,307
Total	$17,447,905	$15,071,559

WHDH Boston Area Study

NEW AREA study, made by Pulse for WHDH Boston in 25 counties in four neighboring states—Massachusetts, Maine, New Hampshire and Rhode Island—is claimed by the station as the first area study ever to measure both in-home and out-of-home listening, and to give individual program ratings projectable to total radio families in the area.

Comprising 8,200 personal interviews made in direct proportion to county population, the survey covered listening for each quarter-hour from 6 a.m. to midnight, both at home and away from home.

Stressing the value of the report's projectability, its quantitative data on individual programs and its inclusion of out-of-home listening to give total audience, William McGrath, WHDH manager, said with this study "for the first time, a buyer of advertising can determine accurately the cost-per-thousand in a station's area. The survey brings into true focus the real value of radio in a heavily-saturated TV area."

TELESTATUS®

Weekly TV Set Summary—March 9, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	24,934
Ames	WOI-TV	125,032
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Atlantic City	WFPG-TV	6,035
Austin	KTBC-TV	22,374
Baltimore	WAAM, WBAL, WMAR-TV	460,684
Bangor	WABI-TV	14,240
Baton Rouge	WAFB-TV	....
Binghamton	WNBF-TV	103,500
Birmingham	WAFM-TV, WBRC-TV	150,000
Bloomington	WTTV	221,800
Boston	WBZ-TV, WNAC-TV	1,015,445
Buffalo	WBEN-TV	328,419
Charlotte	WBTV	299,617
Chicago	WBBM-TV, WBKB (TV), WGN-TV WNBQ	1,341,717
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000
Cleveland	WEWS, WNBK, WXEL	711,245
Colorado Springs	KKTV	14,500
Columbus	NBS-TV, WLWC, WTVN	279,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	233,079
Davenport	WOC-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	272,000
Denver	KFEL-TV, KBTV	117,299
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000
El Paso	KROD-TV, KTSM-TV	17,250
Erie	WICU	184,680
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	233,079
Grand Rapids	WOOD-TV	233,961
Greensboro	WFMY-TV	152,417
Honolulu	KGMB-TV, KONA	17,597
Houston	KPRC-TV	232,000
Huntington-Charleston	WSAZ-TV	175,117
Indianapolis	WFBM-TV	326,000
Jackson	WJTV	....
Jacksonville	WMBR-TV	101,000
Johnstown	WJAC-TV	599,215
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	271,890
Lancaster	WGAL-TV	204,774
Lansing	WJIM-TV	168,395
Lincoln	KOLN-TV	28,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,515,495
Louisville	WAVE-TV, WHAS-TV	226,915
Lubbock, Tex.	KDUB-TV	18,753
Lynchburg	WLVA-TV	40,500
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	194,987
Miami	WTVJ	174,700
Milwaukee	WTMJ-TV	407,830
Minn.-St. Paul	KSTV-TV, WCCO-TV	354,000
Mobile	WALA-TV, WKAB-TV	....
Nashville	WSM-TV	102,938
New Britain	WKNB-TV	....
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	165,358
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000
Norfolk-Portsmouth-Newport News	WTAR-TV	157,340
Oklahoma City	WKY-TV	193,700
Omaha	KMTV, WOW-TV	176,650
Peoria	WEEK-TV	....
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,200,318
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	552,000
Portland, Ore.	KPTV	64,846
Providence	WJAR-TV	284,000
Pueblo	KDZA-TV	13,000
Reading	WHUM-TV	....
Richmond	WTVR	162,517
Roanoke	WSLS-TV	44,300
Rochester	WHAM-TV	176,000
Rock Island	WHBF-TV	169,000
Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	117,750
San Antonio	KEYL, WOAL-TV	129,399
San Diego	KFMB-TV	170,650
San Francisco	KGO-TV, KPIX, KRON-TV	533,735
Schenectady-Albany-Troy	WRGB	256,350
Seattle	KING-TV	232,700
South Bend	WSBT-TV	26,588
Spokane	KHQ-TV, KXLY-TV	18,319
St. Louis	KSD-TV	480,000
Syracuse	WHEN, WSYR-TV	214,067
Toledo	WSPD-TV	223,000
Tucson	KOPO-TV	....
Tulsa	KOTV	138,050
Utica-Rome	WKTV	87,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	425,983
Wilkes-Barre	WBRE-TV	40,000
Wilmington	WDEL-TV	130,424
York	WSBA-TV	28,534
Youngstown	WKBN-TV	....

Total Stations on Air 139*   Total Markets on Air 89*

Total Sets in Use 21,715,546

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

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233,079

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why
KRLD-TV
is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

'Lucy' Leads Nielsen TV List For Fortnight Ending Feb. 7

NIELSEN network television ratings for the two weeks ending Feb. 7 listed *I Love Lucy* as top program, both in number of TV homes reached and in percentage of TV homes reached in program station areas. Top 10 ratings:

NIELSEN-RATING*
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,130
2	Colgate Comedy Hour (NBC)	12,245
3	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	11,080
4	Buick Circus Hour (NBC)	10,612
5	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	10,162
6	Texaco Star Theatre (NBC)	9,904
7	Dragnet (NBC)	9,603
8	You Bet Your Life (NBC)	9,433
9	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	9,322
10	Fireside Theatre (NBC)	9,176

PER CENT OF TV HOMES REACHED
IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	73.0
2	Arthur Godfrey's Scouts (CBS)	64.0
3	Colgate Comedy Hour (NBC)	57.9
4	Texaco Star Theatre (NBC)	57.7
5	Buick Circus Hour (NBC)	56.5
6	Arthur Godfrey & Friends (Liggett & Myers Tobacco) (CBS)	55.9
7	Arthur Godfrey & Friends (Toni-Gillette Razor Co.) (CBS)	49.3
8	Dragnet (NBC)	48.9
9	Arthur Godfrey & Friends (Pillsbury Mills Inc.) (CBS)	47.8
10	Fireside Theatre (NBC)	46.0

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

'Profile Display' Machine Patent Granted to Schwerin

PAUL SCHWERIN of Schwerin Research Corp., New York, last week was granted a patent on a device which the company has been using for some time in its testing and pre-testing of the effectiveness of radio-TV commercials and programs.

Called the "Profile Display Machine," Mr. Schwerin said, the device enables a test audience's reactions to be shown in synchronization with a re-run of the program involved, so that a sponsor can see exactly how each portion was received by the test audience.

Each member of the test audience has a switch which he can throw to "yes," "no," or "no opinion," signifying his own reaction to each segment of the program or commercial being studied. A large graph is made from information thus compiled, showing the response of the audience as a whole, and a moving rod passes across the graph at a rate synchronized with that of a repeat showing or playing of the program. Thus it is possible to watch or listen to the repeat and, by following the graph, to see the test audience's reaction to each portion as the program progresses.

TV-Electronics Fund Report

ALMOST seven million TV receivers may be sold this year, according to Chester D. Tripp, president, Television-Electronics Fund, Chicago. He anticipates a volume within one-half million of the 1950 production record of 7,463,800 sets.

Mr. Tripp, in a quarterly report to shareholders, described the state of the industry as "most optimistic" because inventories are "healthy" despite high production, and factory inventories are equal to only three days' production at the present rate. He reported that the fund, on Jan. 31, held net assets of $26,301,767, an increase of $14,008,842 in the previous 12 months.

Films for Citrus Group

FLORIDA Citrus Commission begins filming twenty 20-minute shows late this month, with an additional 20 sequences planned for subsequent video usage. Agency, J. Walter Thompson, New York, has signed Miss America (Neva Jane Langley of Lakeland, Fla.) to appear in the series, which will be sponsored by the commission on a spot basis beginning in New York and Chicago.

Films will kick off an initial 26-week television promotion in a proposed $600,000 campaign, and may be followed by two additional 26-week film series.

Film Sales

Guild Films, New York, has sold the *Liberace Show,* a half-hour musical film series, in 23 major markets.

* * *

Two negotiations, both in excess of $90,000, have been concluded by **George Bagnall & Assoc.,** Beverly Hills, with **WPIX (TV)** New York and **KRON-TV** San Francisco, giving these stations limited run rights to a block of 26 feature films new to TV. Negotiations were handled by **Jack O'Loughlin,** Bagnall's vice president in charge of sales, **G. Bennett Larson,** WPIX (TV) vice president and general manager, and **Norman Louvau,** KRON-TV commercial manager and film buyer.

* * *

NBC-TV's Naval history film series, *Victory at Sea,* was to start on **CMQ-TV** Havana last week and continue for 26 weeks. The network claims it is first TV program to run simultaneously in four countries. Series also is shown in U. S., Great Britain and Canada.

* * *

Allied Television Ltd., Honolulu (DuMont and Motorola TV sets dealer), started seven feature films weekly, *Allied TV Theater,* on **KONA (TV)** that city, for 52 weeks from Feb. 16. The purchase, involving $40,000 and negotiated directly, was handled by **Bun Clapperton,** station director of sales, with **Harry Louis,** head of Allied.

KHJ-TV Hollywood has leased a weekly half-hour TV film series, *Craig Kennedy, Criminologist,* from **Louis Weiss & Co.,** that city. Adventure programs, produced by **Adrian Weiss,** start April 4, for 26 weeks.

Distribution

Screen Gems, television subsidiary of Columbia Pictures Corp., has acquired national distribution rights to *Tales of the Texas Rangers,* half-hour TV film programs based on files of the Texas Dept. of Safety. Series is being produced in Hollywood by Screen Gems and **Stacy Keach.**

Syndication

NBC's Film Div. has announced it has concluded arrangements with **Procter & Gamble,** sponsor of *The Doctor* film series on NBC-TV, to syndicate the series—as first run in new markets, second run in old markets—under the new title of *The Visitor.* Benton & Bowles handled the arrangements for syndication.

Availabilities

George Bagnall & Assoc., Beverly Hills, has acquired TV sales and distribution rights to *Theatre U.S.A.,* a series of hour-long programs filmed especially for video by **Normandy Productions Inc.,** Hollywood. Films, nine of which are completed, are of collegiate dramatic productions.

* * *

Western Tales Productions, Hollywood, has completed two half-hour pilot films, "Wild Pinto" and "Stagecoach Days." **J. Donald Wilson,** producer on ABC-TV *Mystery Theatre,* produced the films. **Alfred E. Green** is director.

Production

Revue Productions, North Hollywood, is completing the second half-hour pilot film for **ABC-TV.** Starring **Barry Sullivan** and titled *Crackdown,* the series is built around police activities and has a suspense-adventure format.

Production starts in late May on *Meet Mr. McNutley,* budgeted at $750,000 and starring **Ray Milland** as a college professor, which **General Electric** starts in late September on a network to be announced. Situation comedy

INTENSIVE merchandising accompanies sponsorship of *Favorite Story* on WPTZ (TV) Philadelphia by Land O' Lakes Products and the William Montgomery Co. (Full Flavor coffee). Promotion and publicity details were worked out by (seated, l to r), J. J. McCarthy, district manager of Land O' Lakes; Alexander W. Dannenbaum Jr., WPTZ commercial manager, and Robert L. Montgomery Jr., president, Full Flavor; standing, Lee A. Terrill, vice president, Campbell-Mithun, Minneapolis, agency for Land O' Lakes, and Martin E. Goldman, partner, Aitkin-Kynett Co., Philadelphia, the Montgomery agency.

AP NEWS = Increased Business

"Turnover more than doubled!"

"Since we've been sponsoring AP newscasts on KGAF, our business has jumped more than 100% and our auction has become the livestock headquarters of North Texas."

Jim Perdue and Cecil Ward,
Gainesville Livestock Auction,
Gainesville, Texas.

Reports Joe M. Leonard, Jr., General Manager of KGAF, Gainesville: "AP news is our biggest revenue producer . . . gives us our biggest listening audience . . . is easy to sell. All 43 AP newscasts a week are sponsored . . . and we have a long waiting list. Every sponsor reports excellent results."

Says W. A. Wilson, President and General Manager of WOPI and WOPI-FM, Bristol: "We carry 30 sponsored AP newscasts each week—all on 52 week contracts. AP News helps us keep sponsors."

"Volume up 200%"

"We've sponsored AP newscasts over WOPI Plus FM across the board for the past five years. They've paid off handsomely — more business . . . and more profits."

Ward and Ed Morton,
Morton's Grocery,
Bristol, Tenn.-Va.

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza
New York 20, N. Y.

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

format, co-written by **Bob Mosher** and **Joe Connolly**, features **Phyllis Avery, Gordon Jones** and **Minerva Urecal.**

Revue resumes production in April on 35 half-hour films in *Chevron Theatre* **(Standard Oil Co.)**, with a budget of $500,000. Summer production is scheduled for 26 films of *Kit Carson* **(Coca-Cola)**, budgeted at $500,000.

* * *

Gross-Krasne Inc., Hollywood, goes into production today (Monday) on the first half-hour TV film in CBS-TV *Lux Video Theatre* series for **Lever Bros.** Four experimental programs will determine whether series goes film or remains live out of New York. **Laraine Day** stars in the initial film, "Women Who Wait," directed by **Charles Haas.**

* * *

Normandie Television Pictures Inc., Hollywood, headquartered at Motion Picture Center, starts production today (Monday) on "Breach of Promise," half-hour pilot film in *Damon Runyon Playhouse* TV series. Producer **Howard Welsch** has signed **Sheldon Leonard** as director.

* * *

Screen Gems Inc., Hollywood, is completing 30th half-hour film in NBC-TV *Ford Theatre* series, "Life of the Party." Written by **Mary C. McCall Jr.**, former Screen Writers Guild president, and **Jerome Gruskin**, film co-stars **Sally Forrest** and **Marshall Thompson. Lewis Allen** is director.

* * *

Revue Productions, Hollywood, is completing the pilot film in a proposed ABC-TV half-hour series, *Pride of the Family*. It stars comedian-dance satirist **Paul Hartman.** Film was directed by **Robert Finkel** and produced by **Alan Miller,** vice president, Music Corp. of America.

* * *

George A. Hormel & Co., Austin, Minn. (canned meats), started a test run of TV film version of *Hormel All-Girl Orchestra and Chorus*, long-standing radio program, on **KTTV (TV)** Hollywood March 2 through Saturday on a half-hour basis. Produced on 35 mm sound-on-film by **Kling Studios**, Chicago, the test run will be tied in with a strong merchandising program. Agency is **BBDO,** Hollywood.

* * *

Frank Tashlin Co., Hollywood, has signed **Mary Costa,** under contract to Walt Disney Productions. She will portray the leading role in *Oops, It's Daisy*, a new half-hour film series Tashlin will produce in partnership with **NBC-TV.** Shooting starts this month on the situation comedy program. **Frank Tashlin** is writer-director, **Lester Linsk,** producer.

Film People

James W. Taylor has been appointed business manager and chief accountant at **Herbert S. Laufman & Co.**, TV program producer, Chicago. He formerly was with **William Hart Adler Inc.**, Chicago advertising agency.

* * *

Jack Baur, casting director, Stanley Kramer Productions, Hollywood, to **Frank Wisbar Productions,** that city, in same capacity on NBC-TV *Fireside Theatre*.

* * *

Funeral services were held last Monday (March 2) in Hollywood for **Mort Glickman,** free lance musical TV film director, who died Feb. 27.

* * *

Wynn Nathan, Western sales manager, **United Television Programs,** L. A., father of girl, Laury, Feb. 24.

ASCAP-TV NETWORKS BEGIN TALKS

Negotiators last week were in an exploratory mood; problem being what to carry over from old contracts to new. Argument ahead: Should present scale of music license fees (on TV) be reduced radically?

NEGOTIATIONS between TV networks and ASCAP for new blanket licenses on telecasting of ASCAP music by networks and their owned and operated stations got under way Thursday at ASCAP headquarters in New York. New licenses would become effective Jan. 1, 1954, replacing the current agreements which expire the end of this year.

Initial meeting was described as "exploratory" and limited to presentation by both sides of the terms of the present licenses they are willing to have carry over into the new forms, and of points they feel should be changed. It is understood that the meeting did not get into serious argument, but that is certain to follow, particularly over the position of the networks that the present scale of license fees should be radically reduced.

Among those at the meeting were Joseph A. McDonald, NBC treasurer; W. Spencer Harrison, vice president in charge of business affairs for CBS-TV; Louis Stone, business manager of the CBS-TV program department; Omar Elder, ABC attorney; Herman Finkelstein, ASCAP general attorney. Donald H. McGannon, administrative assistant to the director of the DuMont TV Network, was an observer. (DuMont agreement with ASCAP differs from the standard form of license taken by the other networks.)

Money will be the main issue of negotiations, although far from the only one. NBC in 1951 and both NBC and CBS last year had bigger gross revenue from their TV networks than from their radio network time sales. That means that if the ASCAP blanket licenses for television were on the same scale as for radio, CBS and NBC would be paying more for TV rights to use ASCAP-licensed tunes. With present licenses calling for approximately 10% more for TV than for radio, these networks are presently paying considerably more to ASCAP for TV than for radio.

That, the network spokesmen affirm, is all wrong. Music is much less important to telecast programs than to programs that are heard but not seen, they argue. Accordingly, appreciably less music is used on TV. Furthermore, TV's larger gross is accompanied by larger expenses, so that the sum left to pay for ASCAP licenses and other items is less than in radio.

NEW SALESMEN are welcomed to World Broadcasting System by Dick Lawrence (r), sales manager, who outlines general expansion programs. Salesmen are Kenneth Joseph (l), former program director, WNYC New York, and Steve Fischer, former manager, KRES St. Joseph, Mo.

What the networks are going to fight for is a reduction in TV license fees, and there are more than a few indications that, like General Grant, they may have become reconciled to fighting out on that line all summer. One prediction made last week was that, with current TV licenses expiring at midnight of Dec. 31, the new terms won't be set before 11:30 p.m. of that date.

One reason that ASCAP negotiators will take a lot of convincing before they agree to any reduction in TV license fees is that the society's agreements with its writer members, giving ASCAP the right to license their music for TV, also expire at midnight of New Year's Eve. Whatever terms the negotiations produce will have to be subject to the writers' approval, and ASCAP officials will have a much easier job getting that if they can promise larger, rather than smaller, royalty checks from TV.

Per Program Licenses

While officially the discussions which started Thursday are concerned only with terms for blanket licenses to succeed those now in effect, it is considered inevitable that the question of per program licenses will also be raised. This question has remained unanswered in all the time the blanket licenses have been in effect.

An all-industry per program committee headed by Dwight Martin, formerly of WLWT (TV) Cincinnati and now with General Teleradio (WOR-TV New York, WNAC-TV Boston, KHJ-TC Los Angeles), met with ASCAP officials for about 18 months until negotiations broke down over ASCAP's insistence that fees be paid for commercial programs or announcements adjacent to programs containing ASCAP music as well as for the musical programs themselves.

Refusing to accept this condition, which many broadcasters felt would inevitably be applied to radio as well as TV, resulting in the virtual nullification of the hard-won terms laid down by the ASCAP consent decree, the 55 TV station operators comprising the committee in July 1951 went into the Federal Court in New York, petitioning it to set fair and reasonable fees for TV per program licenses. ASCAP in August 1951 countered with an appeal to the court to free it of the requirement of the consent decree for offering per program licenses to any station, TV or radio, which also holds a license from BMI. Since BMI is owned by the broadcasters, ASCAP argued, it constitutes unfair competition to other organizations holding broadcast performance rights.

Since then, counsel for both sides have been occupied with pre-trial maneuverings.

Early this year, the committee's counsel obtained authority to make oral examinations of ASCAP officials to reveal details of the society's activities. Most recently [B•T, March 2], the committee has been served with new ASCAP papers, supplementary to its petition of August 1951 to relieve the society of the

WDEF

CHATTANOOGA, TENNESSEE

EFFECTIVE NOW

5000 W

DAY and NIGHT

WDEF
CHATTANOOGA

NBC Effective April 7

1370 KC • 5000 W

CARTER M. PARHAM, Pres.
KEN FLENNIKEN, Gen'l. Mgr.

REPRESENTED BY BRANHAM

XUM

necessity of issuing per program licenses to BMI licensees.

Argument on this issue is the next order of business, but no date for it has been set. After that, the committee counsel will proceed with their questioning of ASCAP executives. After that, probably some time in the fall, the court may begin hearing argument on the primary question of establishing a fair and reasonable fee for per program TV licenses, provided no further delaying moves are made.

Meanwhile, the TV station operators who have not taken out ASCAP blanket licenses have been paying interim fees, which, with those paid by the stations with blanket licenses, have added to ASCAP's income by an appreciable sum. Informed sources estimate that $4 million is a fair appraisal of ASCAP's 1952 revenue from TV stations and networks. This sum, while not in the same class with the nearly $10 million paid to ASCAP by radio broadcasters, is still far larger than fees paid by any other group of ASCAP licensees. Together, the video and audio broadcasters are believed to account for approximately seven-eighths of ASCAP's total revenue. For 1952, that meant about $14 million of the $16 million total.

Both the TV broadcasters and ASCAP would like to settle the per program license problem, and it is certain to come up during the blanket license discussions, but neither side has any illusions that a satisfactory settlement will be easily reached. In addition to the matter of payment for adjacencies, there is the question of film clearance at the source, which is considered a much more difficult matter than in the case of transcriptions for radio use.

Lawyers disagree over their interpretations of court cases refusing ASCAP the right to collect performance fees from motion picture theatres for pictures whose producers have paid ASCAP film rights and whether these rulings are limited to theatre exhibition or cover broadcast use as well.

Another factor which will always be in the background of this year's discussions is that if another five-year TV pact is negotiated, its expiration date, Dec. 31, 1958, would coincide with the end of the nine-year radio license agreements, second set of licenses drafted under the conditions of the government consent decree accepted by ASCAP in 1940.

New UTP Programs

UNITED TELEVISION PROGRAMS, N. Y., has acquired two new half-hour TV shows, *Hank McCune Show,* situation comedy, and *Enchanted Music,* program of classical music including selections from ballet, light opera and symphony. Both series have 13 weekly programs already filmed.

'Doggie' in Manger

MERCURY RECORD Corp., New York, is promoting a "Doggie in the Window" contest that led John J. Broderick, general manager of WREB Holyoke, Mass., to cancel the playing of all Mercury records.

"The enclosed publicity release," Mr. Broderick said in explaining the action, "was sufficient for WREB to immediately cancel the playing of all Mercury records. By tieing a dog food (Ideal) as part of the giveaway, the record house has invaded advertising. This medium will vigorously fight every attempt to chisel 'free commercial' time on the air."

WOPI TV BID 'NOT FILED IN GOOD FAITH', WCYB TELLS FCC IN PLEA FOR GRANT

WOPI's application was filed "for the purpose of delaying and hindering the grant" of WCYB's bid for Ch. 5, WCYB charges in petition presented FCC. WCYB asks the Commission to issue it a conditional grant pending outcome of the comparative hearing.

WCYB Bristol, Va., petitioned FCC last week for conditional grant of its application for a new TV station on vhf Ch. 5, charging that the competitive bid of WOPI Bristol, Tenn., also for Ch. 5, "was not filed in good faith but was filed for the purpose of delaying and hindering the grant of petitioner's application."

Robert H. Smith, president and general manager of WCYB, further charges in the petition that "WOPI deliberately misrepresented the facts as to its financial ability to construct the proposed station," as well as the facts "as to the technical suitability and availability of its proposed transmitter site."

His allegations also are supported through an affidavit by Russell V. Robinson, chief engineer of WCYB and former chief engineer of WOPI.

The WCYB petition was prepared by James Lawrence Fly, onetime FCC chairman and now partner in the radio law firm of Fly, Shuebruk & Blume, New York and Washington.

Mr. Smith bases his request for a conditional grant—which would remain in effect pending outcome of the eventual comparative hearing between WCYB and WOPI—upon Sec. 1.385 (e) of FCC's rules and regulations. Sec. 1.385 (e) gives the Commission authority to issue a conditional permit under certain circumstances, including possible "strike application" situations.

Meanwhile, FCC last week received two more petitions respecting competitive TV applications in other cities. They were:

- Petition by WMAM Marinette, Wis., applicant for vhf Ch. 11, which seeks dismissal of the competitive bid of WDUZ Green Bay, Wis.-WMAW Menominee, Mich. on the grounds that the WDUZ-WMAW application is "fatally defective." WMAM further contends the WDUZ-WMAW bid was "apparently designed only to delay and block."
- Request by Tri-State Telecasting Corp., Chattanooga, Tenn., for conditional grant of its vhf Ch. 12 application pending completion of eventual comparative hearing with the competitive bids of Southern Television Inc. and WDEF Chattanooga. Tri-State bases its petition upon the provisions of Sec. 1.385 (e) relating to the public interest of prompt service and possible defective condition of its competing bids.

Filed February 1952

In the Bristol case, WCYB President Smith relates in his petition that the station first filed for Ch. 5 on Feb. 15, 1952, amending it pursuant to the Sixth Report on June 13, 1952. The petition notes WOPI filed its application on July 2, 1952.

Explaining his allegation that WOPI "deliberately" misrepresented its financial ability in its TV bid, Mr. Smith asserts that the WOPI application, "when compared to other data filed by WOPI with the Commission, conclusively indicates that WOPI does not have adequate funds on hand or available to meet its estimated construction costs."

The WCYB petition contends the transmitter site "has not been approved by the CAA and WOPI's previous attempts to use the same site for AM and FM purposes were abandoned because of the improbability of CAA approval, and the proposed transmitter location is in a residential section of the city which has been officially zoned as such . . . and could not be used as a transmitter location."

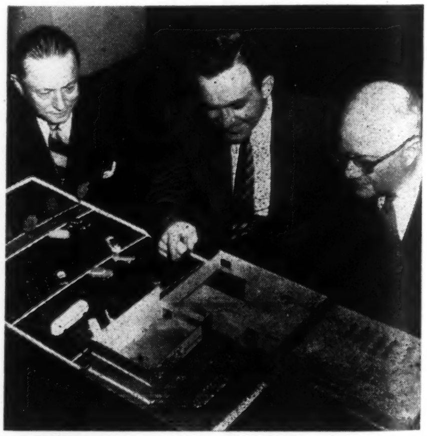
WCYB charges WOPI was "concerned primarily with getting an application on file instead of proposing a station that actually could be built."

WOPI "deliberately misrepresented the facts regarding whether or not any party to the application had been involved in bankruptcy proceedings," WCYB alleges, stating "in fact, W. A. Wilson, the president of WOPI, filed a voluntary petition in bankruptcy on July 19, 1933, in the U. S. District Court for the Eastern Division of Tennessee, Case No. 2137."

Continuing its attack upon the competing application, WCYB alleges "WOPI has, by its own public behavior, unequivocally indicated that it regards its own application as merely a stopgap to prevent petitioner's application from being granted. This purpose is manifest in and confirmed by the substantial and leading participation by WOPI in the organization on Sept. 24, 1952, of a new Tennessee corporation named Tri-Cities Television Corp. and in WOPI's subsequent promotional activity on behalf of that corporation."

The petition states "WOPI's president has made extensive efforts to sell stock of this new corporation to third persons" and notes "these promotional efforts have apparently failed" since the "new corporation lies dormant."

The petition charges the WOPI president in 1946 "sought to get on file an application to improve WOPI's radio facilities which would be technically deficient so that it could not be granted but which, by being on file, would



SCALE MODEL of the TV station proposed by Orange Television Broadcasting Co. on vhf Ch. 13 at Tampa, Fla., is explained by Vice President-General Manager Herbert Stewart (center) to principal stockholder and President David A. Falk (r) and Director Frank E. Mandel. Mr. Stewart showed model last week during FCC's comparative hearing on Ch. 13. Other competing applicants are WDAE Tampa and Tampa Television Co.

WCOV-TV

MONTGOMERY, ALABAMA

Telecasting Operations to commence

APRIL 1, 1953

Represented Nationally by the O. L. Taylor Company

OSCAR COVINGTON, President

HUGH M. SMITH, General Manager

CBS PRIMARY

CHANNEL 20

KPRC BIGGEST

In HOUSTON

KPRC and its 5,000 watts do a *bigger coverage* job than Station "B" at 50,000 watts

Proof

BIGGEST IN COVERAGE

Daytime

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**391,300**	**410,570**
Station **B**	382,130	372,050
Station **C**	313,580	270,430

Night-time

	Primary Radio Families (50-100%)	Weekly Station Circulation (10-100%)
KPRC	**381,560**	**364,320**
Station **B**	357,980	331,400
Station **C**	301,380	242,220

Nielsen Coverage Service, 1952

While KPRC gained radio family coverage since 1949, its principal competition (Station "B") dropped 5% daytime, 6% at night.

FIRST in the South's First Market

and BEST!

In HOUSTON

KPRC and its 5,000 watts do a *better listener* job than Station "B"

Proof

BEST IN RATINGS

KPRC is FIRST in more daytime quarter-hours and night-time half-hours than BOTH the second and third stations **combined!** (Oct.-Nov. 1952 Pulse)

	Daytime ¼ Hours 8:00 A.M. to 6:00 P.M.	Night-time ½ Hours Monday thru Sunday
KPRC	**27**	**44**
Network Station B	9	36
Network Station C	4	4

Consistently FIRST for 27 years!

Firmly established in Houston's radio scene as the station consistently TOPS in performance, KPRC sets Houston's radio and TV standards. With more live programming than any other Houston radio station . . . with the finest news service and the largest news staff in Houston . . . with the most extensive audience promotion . . . KPRC continues to better its service.

BIGGER AUDIENCES (Nielsen) and HIGHER RATINGS (Pulse) validate KPRC as Houston's BEST COST-PER-THOUSAND BUY!

KPRC HOUSTON

NBC and TQN on the Gulf Coast

JACK HARRIS, Vice President and General Manager

Nationally Represented by ***EDWARD PETRY & CO.***

ward off any other from applying for a station in Bristol." And in the fall of 1952, after the WOPI television application had been filed, but before the recent relaxation of the Commission's rules on the matter, he sought Commission permission to use third-class radio operators (instead of first class) by falsely representing that first-class operators were not available, despite the fact that the said TV application . . . stated that 'at this writing we have almost sufficient applications on file to take care of our [TV] requirements.'"

Concerning his allegation that Mr. Wilson abused Commission procedures by a WOPI application in 1946, Mr. Smith relates in an affidavit what he claims to be a personal experience in the matter.

Mr. Smith states that in February 1946, when he was chief engineer of WOPI, he visited the Washington radio law office of Spearman, Sykes & Roberson, and Frank Roberson, "as soon as he saw affiant, angrily told affiant that the firm no longer was representing WOPI and that affiant should get out. On affiant's surprised inquiry as to what was the matter, Mr. Roberson allowed affiant to read a letter he had received from W. A. Wilson. This letter requested the law firm to dismiss the pending 550 kc application and to prepare another application to change WOPI's frequency to a frequency in the 1500-1600 kc range. However, the letter requested that the application be incomplete because a grant was not wanted and the real purpose was to scare off any competition from developing."

Willing to Take Risk

WCYB informs the Commission it is financially and otherwise qualified to construct the proposed TV station and could be on the air within 90-120 days after the conditional grant. The station states it "realizes that it will still have to go through a hearing with WOPI and realizes that a conditional grant would be a very substantial and expensive undertaking: nevertheless, it expressly avows its willingness to run the risks involved."

The petition of WMAM Marinette points out that its application has been on file and uncontested since July 1, 1952, noting that according to present Commission processing, a grant would be in order within the next few weeks.

"However," WMAM contends, on Feb. 16 owner of WDUZ and WMAW, Green Bay Broadcasting Corp. filed for the same channel "thereby ostensibly preventing the grant" of the WMAM bid and "creating a conflict which can only be resolved by a comparative hearing at some distant future date."

WMAM notes Green Bay "had an absolute right to file . . . assuming, of course, that its application was filed in good faith."

The petition contends, however, that the Green Bay TV application is defective since it does not include information relating to sale of majority interest to newcomers, submitted to FCC for approval in another application four days before the Green Bay TV bid was filed. WMAM also charges the Green Bay TV bid is defective for not answering relevant questions regarding proposed financing, hence should be dismissed.

Howrey Named to FTC

EDWARD P. HOWREY, Washington attorney well-known in the broadcast field, was nominated Federal Trade Commissioner last Wednesday by President Eisenhower. He maintains offices in the Shoreham Bldg., and succeeds John Carson, an independent. Mr. Howrey is a Republican and lives in Burke, Va. His nomination is subject to Senate confirmation.

NEW TV PERMITS GRANTED TO SEVEN

M. B. Rudman, oil operator, is believed the first to receive his fourth post-thaw TV grant.

BELIEVED to be the first individual to receive his fourth post-thaw TV grant, independent oil operator M. B. Rudman last week received a construction permit for vhf Ch. 12 at Bismarck, N. D., one of seven new TV permits issued by FCC last week.

Mr. Rudman earlier received construction permits for uhf Ch. 35 at Galveston, Tex.; vhf Ch. 10 at Minot, N. D., and vhf Ch. 8 at Billings, Mont. The new Billings grantee, Rudman-Hayutin Co., is owned 50% by Mr. Rudman and 50% by oilman Albert Hayutin. Mr. Rudman has oil interests in Texas, Oklahoma, Louisiana, Arkansas, North and South Dakota, Illinois, Georgia, Alabama and Florida. He headquarters in Dallas.

All of last week's new TV grants were in the Group A city priority list (cities without service) and extended processing to city No. 310, Medford, Ore., where Southern Oregon Broadcasting Co. received vhf Ch. 5. Processing in the Group B list (cities with service) has extended to No. 199, Charlotte, N. C., where WAYS a fortnight ago was awarded uhf Ch. 36 [B•T, March 2].

Post-thaw grants now stand at 281, raising the outstanding U. S. TV authorizations to a total of 389.

Last week's new TV grants were as follows:

Bloomington, Ill. (City priority status Group A-2, No. 137)—Cecil W. Roberts (KREI Farmington, Mo.), granted construction permit for uhf Ch. 15, effective radiated power 18 kw visual and 9.8 kw aural, antenna height above average terrain 320 ft.

Clovis, N. M. (Group A-2, No. 309)—Telepolitan Bcstg. Co., granted vhf Ch. 12, ERP 10.2 kw visual and 5.1 kw aural, antenna 500 ft.

Bismarck, N. D. (Group A-2, No. 287)—Meyer Bcstg. Co. (KFYR), granted vhf Ch. 5, ERP 100 kw visual and 50 kw aural, antenna 520 ft.

Bismarck, N. D. (Group A-2, No. 287)—Rudman TV Co., granted vhf Ch. 12, ERP 60 kw visual and 32 kw aural, antenna 300 ft.

Medford, Ore. (Group A-2, No. 310)—Southern Oregon Bcstg. Co. (50% owned by KIEM Eureka, Calif.), granted vhf Ch. 5, ERP 19 kw visual and 9.8 kw aural, antenna 460 ft.

Sherman, Tex. (Group A-2, No. 260)—Sherman TV Co., granted uhf Ch. 46, ERP 20.5 kw visual and 11 kw aural, antenna 310 ft.

Charleston, W. Va. (Group A-2, No. 48)—Joe L. Smith Jr. Inc. (WKNA), granted uhf Ch. 49, ERP 228 kw visual and 120 kw aural, antenna 390 ft.

In other actions, FCC scheduled two new TV hearings, one for vhf Ch. 2 at Spokane, Wash., involving Louis Wasmer (KREM) and Television Spokane Inc., and the other for uhf Ch. 69 at Fort Wayne, Ind., involving Radio Fort Wayne Inc. (WANE) and Anthony Wayne Broadcasting. Both cases are set for April 6 in Washington.

Designation of these hearings is the first such action since revision of the hearing rules effective Feb. 4 [B•T, Feb. 9] and first since the end of the temporary speed-up processing plan which began last Oct. 15 and called for passing-over of contested applications in order to expedite grants to non-contested applicants in areas without service.

Fortnight ago the Commission issued 19 new TV permits, a larger group than the 18 initial grants of July 11, 1952, following lifting of the 3½-year freeze.

Among the 19 permits was a grant to Midwest Television Inc. for vhf Ch. 3 at Champaign, Ill. Midwest represents a merger of two formerly competing bids for that facility.

Illinois Broadcasting Co., licensee of WSOY Decatur, Ill., and previously competitor for Ch. 3, acquired 20% interest in the new Midwest Television, whose other principal stockholders include President Arthur C. Meyer (24.9%) and Clara R. Meyer (26.1%); Helen M. Stevick (10%), who is 60% owner of WDWS Champaign, and Marajen S. Dyess (10%), who is 40% owner of WDWS.

Mr. and Mrs. Meyer held 50.2% control in the earlier Midwest Television bid and the Misses Stevick and Dyess held 40%, half of which holding was given the WSOY licensee in the newer bid. It was incorrectly reported earlier that the WDWS principals, rather than Mr. and Mrs. Meyer, controlled Midwest [B•T, March 2].

FCC Action on Conelrad

FCC took action last week toward inclusion of the Conelrad radio-alerting plan in its rules governing broadcast operation. The plan would keep a group of cooperating AM stations on the air in case of danger of an enemy attack and at the same time keep the public informed of civil defense instructions. FM and TV stations would be silenced in case of danger from hostile aircraft.

AM CPs, Ownership Changes

FCC last week made two new AM grants and consented to nine transfers of control and assignment of licenses. Actions taken were as follows:

Warren, Ark.—Pines Bcstg. Co., granted 860 kc, 250 w daytime, engineering condition (BP-8604.)

Fairfield, Iowa—Fairfield Bcstg. and Telecasting Corp., granted 1570 kc, 250 w daytime, engineering condition. (BP-8524.)

WCLC Flint, Mich.—Adelaide Lillian Carrell. Granted consent to assignment of license to WKMH Inc., consideration $42,000. (BAL-1505.)

KBOK Waterloo, Iowa—Waterloo Bcstg. Co. Granted consent to assignment of license to Northwestern Schools Bible College, College of Liberal Arts, Theological Seminary; consideration $56,000. (BAL-1502.)

WMOG Brunswick, Ga.—Coastal Bcstg. Co. Granted consent to assignment of license to Radio Brunswick Inc.; consideration $92,000. (BAL-1501.)

WMSC Columbia, S. C.—Marseco Bcstg. Corp. Granted consent to A. R. Heyward II, et al, to transfer control to C. Wallace Martin, Geddings H. Crawford and J. Wesley Hunt; consideration $41,000 together with all TV assets owned by licensee and obtained in connection with its application for new TV station in Columbia, S. C. (BTC-1453.)

KSID Sidney, Neb.—Sidney Bcstg. Co. Granted consent to voluntary assignment of CP and license to Lewis W. Grove and William C. Grove, doing business as Sidney Bcstg. Co. (Change in partnership interest.) (BAPL-87.)

WBLE Batesville, Miss.—Panola Bcstg. Co. Granted consent to involuntary assignment of CP to Harold B. McCarley, Travis A. Palmer and Miss Ruth Hartness, Executrix of the Estate of James B. Hartness (silent partner), deceased, doing business as Panola Bcstg. Co. (BAP-190.)

WDAD Indiana, Pa.—Indiana Broadcast Inc. Granted consent to voluntary assignment of license and CP to Thompson K. Cassel. (BAL-1504, BAPRE-9.)

KIVY Crockett, Tex.—The Pioneer Bcstg. Co. Granted consent to involuntary assignment of licenses to Mrs. Margaret E. Callen, Executrix of the estate of Hamilton H. Callen, deceased, and James H. Gibbs, doing business as the Pioneer Bcstg. Co. (BAL-1506, BALRE-133.)

WMOD Moundsville, W. Va.—James D. Sinyard. Granted consent to voluntary assignment of CP to Robert W. Munn. (BAP-187.)

17TH. STATE*
Sportscaster

FOR all the news in the sports world everyone in the 17th State listens to Bob Bender's two sportscasts each day. Bob is that special personality who has built a loyal following in the six years he's been the WGY sportscaster. The list of his invitations to scholastic sports dinners in the area is a mile long.

On the air from 6:30 to 6:45 p.m., Monday through Friday; 6:15 to 6:30 p.m. on Saturday; and 11:05 to 11:15 p.m. Monday through Saturday, Bob Bender is an ideal vehicle for participating or program sponsors. He appeals to every sports taste, giving news on everything from hunting and fishing to skiing. And with the baseball season practically here, Bob's late sportscast is even more valuable because of the tremendous interest in the night game scores.

Bob Bender has a "Hall of Fame" of his own in his program guest list. Vic Raschi of the New York Yankees was an interviewee on a recent Bob Bender show.

WGY MARKET DATA

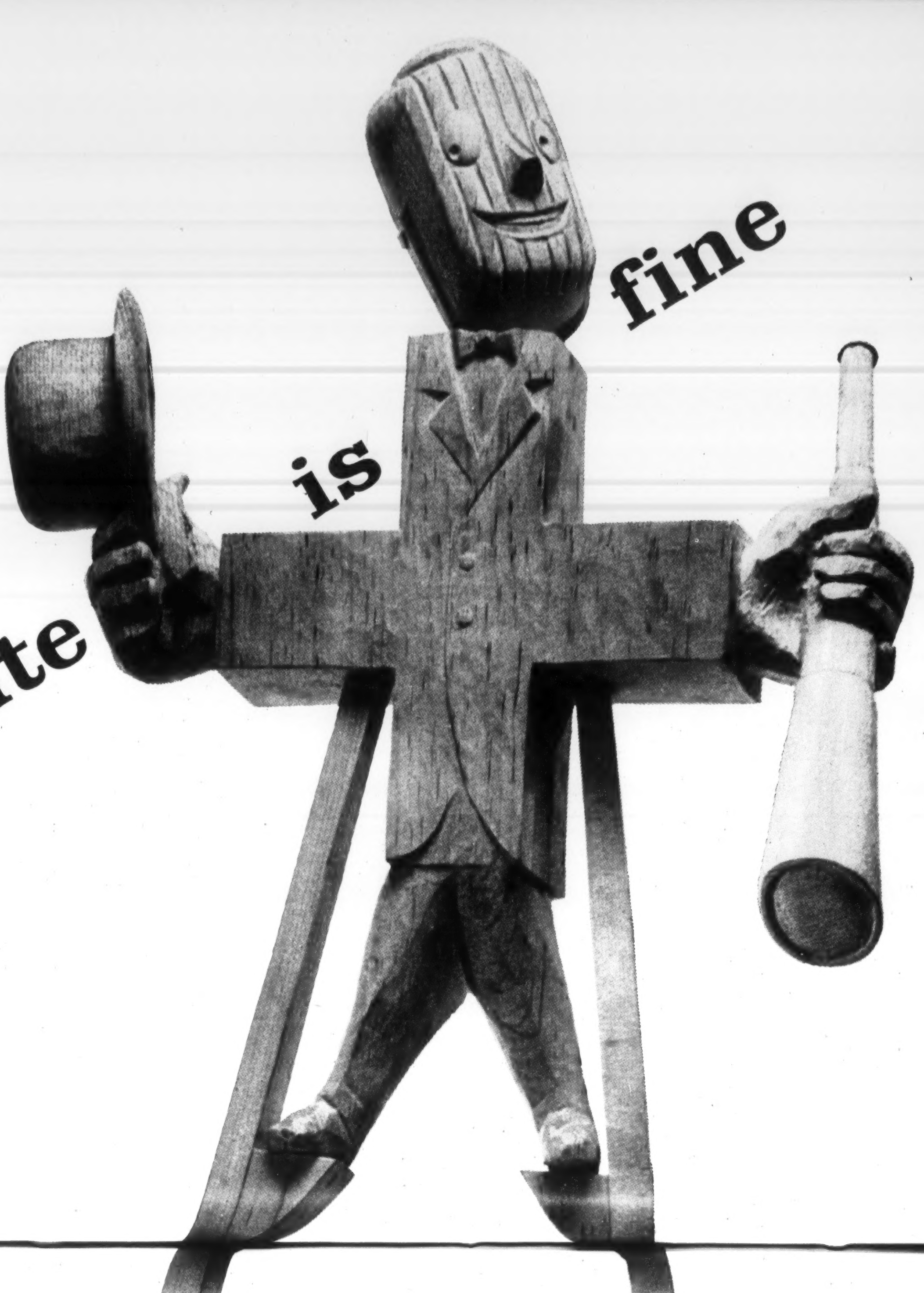
22 cities over 10,000 population
458 towns
53 counties
2,846,300 citizens
878,130 radio families
More goods purchased than 32 states

*** The WGY area is so-named because its effective buying income is exceeded by only 16 states.**

50,000 watts—Studios in Schenectady

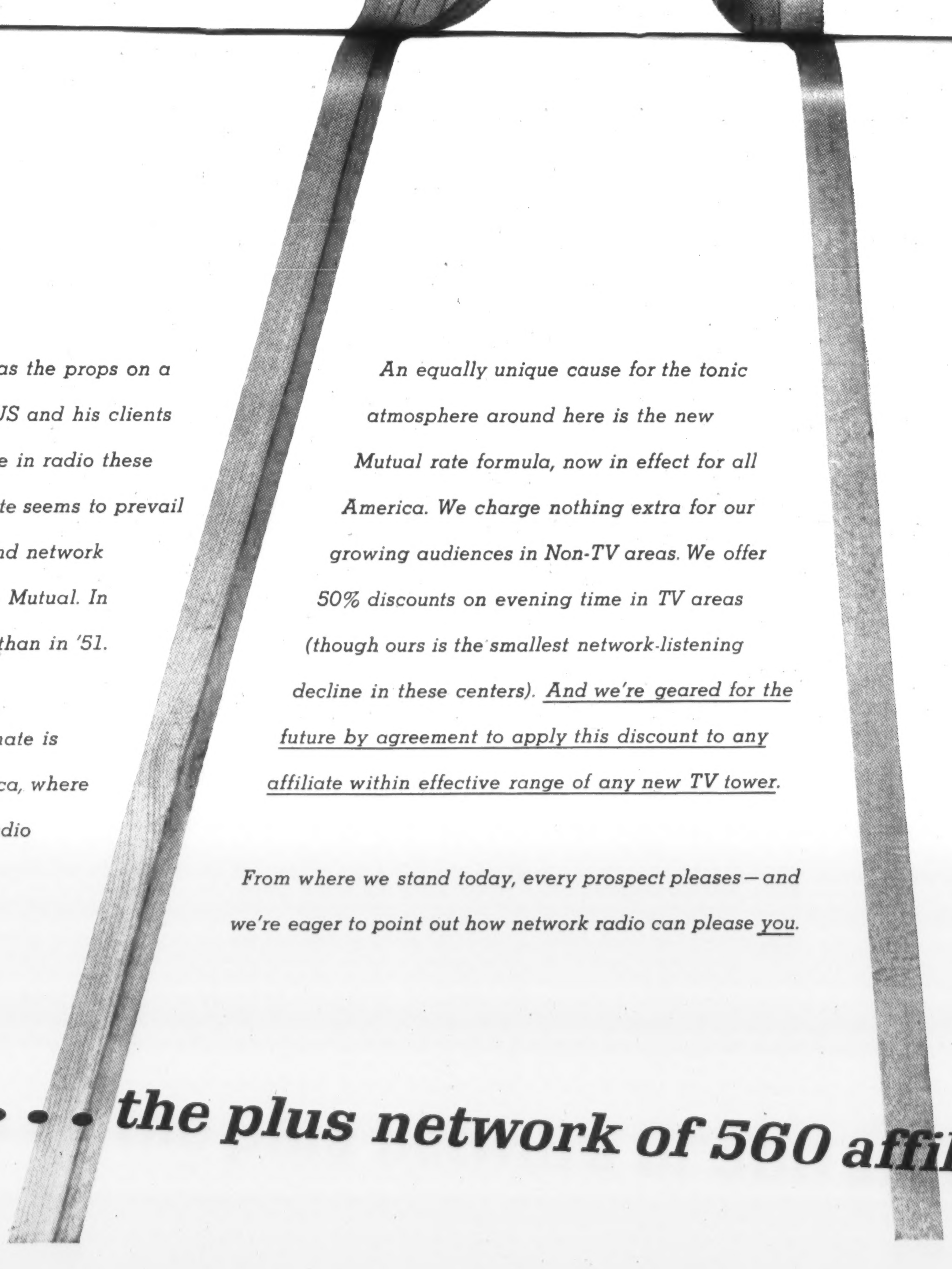
WGY A GENERAL ELECTRIC STATION

Represented Nationally by Henry I. Christal New York • Chicago • San Francisco



. . . the climate
is
fine

XUM



For reasons as plain as the props on a pair of stilts, Mister PLUS and his clients are having a high old time in radio these days. A special sort of climate seems to prevail up here, with sponsors' sales and network billings thriving exceptionally on Mutual. In fact, we sold 17% more time in '52 than in '51.

One reason for this highly favorable climate is our matchless dominance of Non-TV America, where 60,000,000 cash customers are doing more radio listening than ever—and tuning to our stations in 2-to-1 preference over the next-best network's.

An equally unique cause for the tonic atmosphere around here is the new Mutual rate formula, now in effect for all America. We charge nothing extra for our growing audiences in Non-TV areas. We offer 50% discounts on evening time in TV areas (though ours is the smallest network-listening decline in these centers). And we're geared for the future by agreement to apply this discount to any affiliate within effective range of any new TV tower.

From where we stand today, every prospect pleases—and we're eager to point out how network radio can please you.

MUTUAL . . . the plus network of 560 affiliates

NEAR SELLOUT is reached at WGAR Cleveland as Second Federal Savings buys an evening strip for 26 weeks. Signers (l to r): Jack Dooley, newscaster; Don Hyde, WGAR sales, and Harry Winsor, bank's adv. dir.

RADIO NEWSREEL

FOREMOST Dairies, Jacksonville, Fla., buys *Uncle Walt Sickles and Needles* across the board for a year on WHOO Orlando. Planning milk and ice cream promotion for radio: (seated, l to r), Mr. Sickles and Pete Parrish, gen. mgr., Foremost; (standing) Tom Sawyer, WHOO sales; King Pedler and Bill Patterson, v.p.s, Advertising Inc., Washington, and Carl Hallberg, WHOO gen. mgr.

Certainly
PAR-T-PAK

NEHI Beverage Co., L. A., buys 1,000 30-second spots on KLAC Hollywood for 26-week period, after agreement by (l to r) Ivan A. Nielson, partner-gen. mgr., Nehi; Jack F. Kerr, Raymond R. Morgan agency; Will Higgin, Nehi partner, head of sales, and Jack Strafford, KLAC salesman.

SEVENTH annual contract for hour-long *Florida Special* on WGBS Miami is signed by Jack Somberg (l), owner, Kenny's Dept. Store, with Frank Riordan, comm. mgr. Kenny's has used spots and programs since 1947.

GROUPS CRITICIZE N. Y. TV REPORT

Special state commission's finding of a fortnight ago that 10-station noncommercial educational TV network is "undesirable" has aroused storm of protest.

A STORM of criticism broke last week around the New York State special commission's finding that the proposed state-owned 10-station educational TV network was neither "necessary" nor "desirable" at this time [B•T, March 2].

The chairman of the Democratic State Committee, Richard H. Balch, charged flatly that the commission's report was the "hatchet" work of Gov. Thomas E. Dewey and his Republican administration.

The Public Education Assn. and the New York Board of Rabbis were among others condemning the report.

The commission, known as the Temporary State Commission on the use of Television for Educational Purposes and appointed by Gov. Dewey last October to study the question, held in its report that the possibilities of educational TV need and deserve extensive further exploration, but that, as of now, the 10-station state-owned network proposal is too expensive for the state to undertake and that educators are not using all the free time available to them on commercial stations. The vote was 10 to 5, but it was said that even the dissenters previously had expressed agreement with generally similar recommendations contained in an earlier and considerably longer draft report. Additionally, it was said, none of the five dissenters ever endorsed the network plan as it stood, although they did want a pilot station built and operated.

This was confirmed in large part Friday in dissents issued by the minority, which said it was committed to "ultimate" use of New York's channels but not to "any particular plan"; that another year's study should be made by a "new commission," that Congress should enact legislation to reserve the nation's 242 educational channels for five to ten years more, and that New York State should start with operation of one station and expand "as experience justifies."

Minority member Norman S. Goetz, a trustee of the State University, proposed that $500,000, but no more, be appropriated now for a pilot station to be operated by a corporation representing a group of colleges, libraries and museums, and organized so "there will be no direct ownership nor direct state operation." Another minority member, Chancellor John P. Myers of the Board of Regents favored the original plan, starting with a pilot station operated by "a local board."

A third minority member offered "no special recommendations," while the two others, minority leaders of the state senate and assembly, respectively, added a separate statement charging that "the majority of the Commission has had from the outset the preconceived opinion that educational television should not become a reality in this state."

Meanwhile, Michael R. Hanna of Cornell U.'s WHCU Ithaca, a member of the commission majority, sketched his own views, which, while reaching the conclusions contained in the report, arrived there by different reasoning.

He said he questioned the advisability of establishing the "monopoly" which would result from putting all 10 stations in the hands of the State Board of Regents. It is, he said, a question of the fundamental philosophy of state control of mass communications media. Further, he continued, educational institutions in several of the cities selected in the network plan can afford their own stations. In this report he mentioned New York City, Buffalo, and Rochester specifically.

Mr. Hanna also questioned the coverage which would be provided by the proposed stations—all uhf—due to the rugged terrain in the state, which he said would result in coverage not being provided where it is needed most, under the 10-station location plan. He further raised questions as to the number of set owners who would convert to uhf.

Overall he contended that the state's function in the educational TV field should be concerned with production of good educational programs, not the operation of transmitters. If the state produces good programs, he noted, they will be carried by commercial stations—and, additionally, good ones could be sold to appropriate sponsors and the state would get back its production costs, as in the case of the Ford Foundation TV-Radio Workshop programs.

Meanwhile, in a letter to Gov. Dewey, President William B. Nichols of the Public Education Assn. called the majority report "hastily drawn" and "lacking in evidence," and asked that the legislature hold public hearings on the subject of educational TV and that the legislature remain in session until "the relevant evidence has been made available" and publicly appraised.

He also endorsed the pilot-station plan, and, like the commission majority, favored FCC's continuing to keep the state's educational channels reserved.

Multiple FM Broadcast Asked Of FCC by N. C. Licensee

PETITION was filed last week with FCC to amend its rules governing FM stations to permit licensees to use multiplex transmission of subsidiary "programs," including transit radio, on the regular program signal. The regular FM broadcast would not be affected.

Mount Mitchell Broadcasters Inc., (WMIT-[FM]), Clingman's Peak, N. C., asserted in its petition that this supplementary FM service can be used for transit radio broadcasting, facsimile or teletypewriter services, emergency use by public authorities and in national defense, and in other ways.

Mount Mitchell Broadcasters maintains the use of such equipment would multiply the usefulness of the existing spectrum space assigned to FM broadcasting and would aid in making efficient use of all available frequencies.

Opposes Power Grant

ATTORNEYS for WIBC Indianapolis have petitioned FCC for permission to become a party in the application of WAPI Birmingham, Ala., for a power increase. WIBC's petition alleges increased power for WAPI, which operates on 1270 kc, will interfere with the daytime signal of WIBC, which operates on that frequency. WAPI, operated by The Television Corp., seeks an increase of daytime power from 10 kw to 50 kw nondirectional. It has 5 kw power at night. WIBC operates with 50 kw daytime and 10 kw nighttime. WIBC attorney is Thomas H. Wall of Dow, Lohnes and Albertson, Washington.

Look
YOUNG ISRAEL
THE CASE OF WILLIE SUTTON
Pathfinder
NEWS MAGAZINE
Country Music Comes to Town
Redbook
POST
ROBERT VOGELER'S OWN STORY: I Was Stalin's Prisoner
NASHVILLE
Collier's
THE EISENHOWERS At Home Abroad
TIME
THE WEEKLY NEWSMAGAZINE
THE MOSLEM WORLD
THE WALL STREET JOURNAL.
What's News—
GRAND OLE OPRY
by WILLIAM R. McDANIEL
The American Magazine
SUCCESSFUL LIVING FOR THE FAMILY
HILLBILLY HEAVEN
Collier's
Angry
Pathfinder
NEWS MAGAZINE
Are Volunteer Firemen Good Enough?
Coronet
Newsweek
MEDICAL LESSONS OF KOREA
The Corn Is Golden in Tennessee
FARM AND RANCH
SOUTHERN AGRICULTURIST
MAY 1952

Radio Station WSM and WSM's Grand Ole Opry has been featured 15 times in 15 months in these — America's leading magazines . . .

Never in history has a single radio station and a single program received national and international recognition like this.

WSM
NASHVILLE

Station Sales hit a high note with...

PHIL SPITALNY'S

Hour of Charm

. . . an RCA

Thesaurus show*

Station list up 400% in 90 days through sponsor success with Phil Spitalny's *"Hour of Charm."* That's right — *400%!* Here's the story.

Michigan's LaSalle Winery — distributor of LaSalle and Manischewitz Wines — tried a test sponsorship of the *"Hour of Charm"* on four stations. The result? Sales jumped 100%! The station list was immediately increased to cover 16 markets. Unusual? Not at all: *Thesaurus* shows deliver!

You can build *your* station sales with *Thesaurus* shows. To prove it, let us send you the facts on the *"Hour of Charm"* and the 30 audience-building *Thesaurus* shows. Mail coupon for audition disc today!

**Thesaurus Success Story #2*

RCA recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-30
630 Fifth Avenue, New York 20, N. Y.
Rush me audition disc for "Hour of Charm" and complete information, including the amazingly low rate, on the 30 Thesaurus "Big-name shows for low-budget sponsors."

NAME...TITLE.............................
STATION OR AGENCY...
ADDRESS...

NEW OPERATOR RULE SUSPENDED BY FCC

IBEW claims move would injure defense program and hit the technicians' pocketbooks.

FCC last Thursday suspended the effective date of its order relaxing its operator requirements and permitting remote control transmitter operation, at the request of the International Brotherhood of Electrical Workers (AFL).

FCC's action of a month ago [B•T, Feb. 2] revised rules governing type of operating personnel at stations, and opened the way for remote operation of transmitters of 10 kw or less.

IBEW's petition for the stay order, effective March 6, was filed pending petition for reconsideration. Its plea emphasized the national security hazards the order might create, plus the economic impact on technicians. The petition stated:

"The President recently indicated that, in his opinion, civil defense should be one of the primary concerns of the American public. We suggest that the full impact of this statement, from an experienced soldier, deserves very deliberate consideration of the Commission and the broadcasting industry. In this electronic age, almost anything is possible. No stone should be left unturned to insure complete security of electromagnetic radiation."

IBEW's plea referred several times to possible effects of the new FCC rules on operation of the Conelrad plan to warn the nation in case of enemy attack and at the same time prevent enemy planes from using station signals as homing beacons. It contended remote transmitters would be in isolated spots and easily accessible for sabotage purposes.

The union argued that evidence covering remote operation was inadequate to justify elimination of hearings and oral arguments. It claimed the new rules would discourage voluntary participation in the Conelrad program, calling for rapid switching of frequencies and other adjustments.

Referring to FCC's new requirement that all stations have at least one first-class operator in fulltime employment, IBEW claimed that if the Commisison "admits the necessity for one first class operator, it admits that the work to be performed requires trained specialists, first class operators."

McCarthy Probe of VOA Sparked by Pro - Con Charges

AS THE inquiry into the Voice of America continued along an involved route last week, Sen. Joseph McCarthy (R-Wis.) mounted his offensive on behalf of the Senate Permanent Investigations Committee of which he is chairman.

The week ended with a barrage of charges and counter-charges. But the Senator concluded that the department was still the best-run of the five sections in the International Information Service. All are under jurisdiction of the State Dept.

He noted that "indications" are that the "situation is worse" in some of the other four sections, which are the press service, motion picture branch, overseas libraries and the exchange program in which foreign students and others are brought to the U. S. for study.

These branches, along with Voice of America's plan for putting another ship, the *Vagabond*, in operation as a "floating" transmitter site, will be investigated, he said. He commended the work by VOA on its Russian and Hebrew desks, but said the French desk was "doing a job that is foul beyond words."

Events last week were spotlighted on television at a public hearing in Foley Square, New York, Feb. 28. The hearing was fed by NBC to its television network for two hours. Major issue was cancellation of broadcasts to Israel in the Hebrew language last December at a time when Russia stepped up its anti-Semitism program. The cancellation, never carried out, allegedly aided the Communist propaganda theme. The Hebrew broadcasts, along with charges that persons employed by VOA abroad were not cleared for security, were major themes of the hearing.

Reed Harris, deputy administrator for the State Dept.'s overseas information program, took the stand when hearings returned to Washington. He testified Tuesday, Wednesday and Thursday, tossing allegations of his own.

Challenging testimony of witnesses, as well as what he considered to be Sen. McCarthy's method of inquiry, he said the persons named as not having been cleared in security checks were approved after thorough investigation.

Mid-week, Rep. C. Clevenger (R-Ohio), said he favored abolition of the Voice because "you can't reform that outfit." He suggested that private industry could handle Voice projects at a "fraction" of the cost allocated now.

He recommended operation of VOA by private broadcasters, estimating they could do the job at a cost between $10-$15 million yearly, compared to the $86 million "appropriated last year for the Voice."

WORD CHARGES WIS-TV OVERLAP

WORD Spartanburg, S. C., applicant for TV Ch. 7 there, asked FCC last week to reconsider its grant of Ch. 10 at Columbia to WIS-TV Corp. to require Broadcasting Co. of the South to elect whether it wishes to construct on Ch. 10 at Columbia or to prosecute its competitive Ch. 7 bid at Spartanburg.

Broadcasting Co. of the South owns 80.9% of WIS-TV Corp. and is licensee of WSPA Spartanburg and WIST Charlotte, N. C. At Charlotte, it seeks Ch. 9.

WORD charges Sec. 3.636 of the Commission's rules precluding multiple ownership of TV stations covering the same area would be violated by the operation of Ch. 10 at Columbia and Ch. 7 at Spartanburg under common ownership. Engineering charts submitted with the petition also show overlap with these two channels by the proposed Ch. 9 outlet at Charlotte.

WORD asks FCC as additional or alternative relief to grant its Ch. 7 application on a regular basis or conditionally pursuant to the conditional grant provisions of Sec. 1.385(e) of the Commission's rules. Meanwhile, two other applications have asked for conditional grants pursuant to Sec. 1.385(e) (see story page 40).

Pointing out that should Broadcasting Co. of the South choose to drop its Spartanburg bid the WORD application would be free to receive a grant, WORD notes that if the competitive situation should continue "it is clear that an indefinite delay which may well extend for several years will intervene before a television station can be constructed and service commenced in Spartanburg on Ch. 7."

A minority interest is held in WIS-TV Corp. by a group of former principals in WMSC Columbia, previously competitor for Ch. 10.

Young people do want to know the facts of life insurance

Our schools are not only teaching them how to make a living . . . but equally important, *how to live!*

For more than 80% of our children, graduation from high school marks the end of formal education. Today's high schools are putting an increasing emphasis on training that will prepare young graduates for productive jobs and careers.

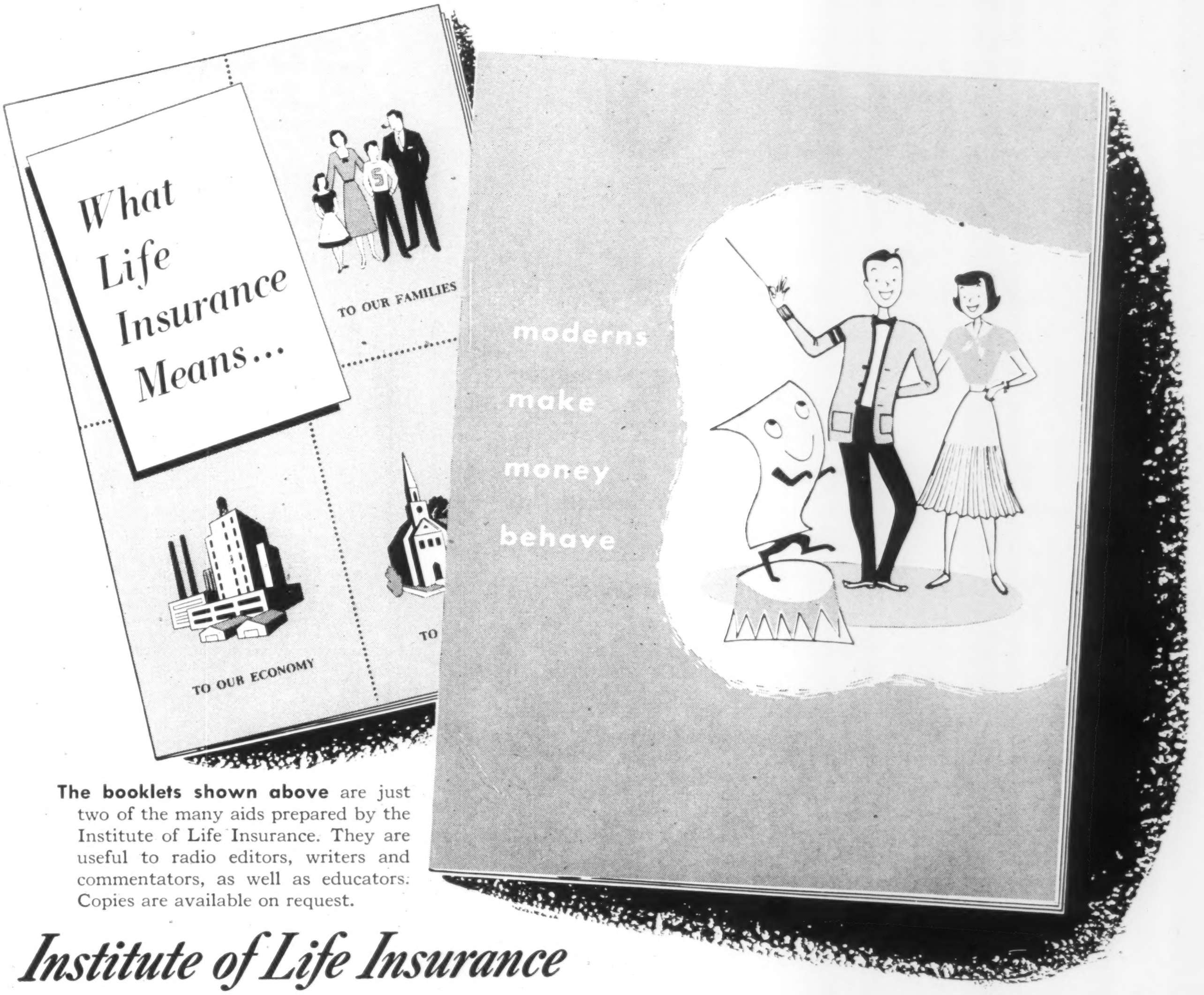
And in more recent years, there has been a definite trend to "education for living" and the addition of such courses as home and family living, family relations and money management.

As a central source of information about life insurance, the Institute of Life Insurance is continually answering requests of teachers and students for information and educational material on life insurance.

As part of its educational program, the Institute prepares teaching aids for classroom use, consisting of booklets, charts, motion pictures, and other items for which teachers may indicate a need.

In addition, the Institute sponsors a nationwide scholarship program to improve the teaching of money management and financial security. This is done through summer workshops at eight major universities which give intensive training in teaching techniques and subject matter to educators who, in turn, pass on their knowledge to their students and to other teachers.

Through these services, the Institute of Life Insurance is helping to broaden the understanding of a subject that is a major source of financial security for the American family.



The booklets shown above are just two of the many aids prepared by the Institute of Life Insurance. They are useful to radio editors, writers and commentators, as well as educators. Copies are available on request.

Institute of Life Insurance

Central Source of Information about Life Insurance
488 Madison Avenue, New York 22, N. Y.

CBS Opposes Zenith Bid For Ch. 2 Reconsideration

ZENITH claim to a right in Chicago Ch. 2 has no basis in fact, CBS said last week in filing opposition to the radio-TV manufacturer's petition for reconsideration submitted to the FCC last month [B•T, Feb. 23].

Zenith had asked the Commission to reconsider its February action dismissing Zenith's application for Ch. 2 on the ground Zenith participated neither in the allocations hearing nor the WBKB renewal proceedings [B•T, Feb. 16]. This action was taken in conjunction with the FCC's approval of the ABC-United Paramount Theatres Inc. merger and sale of WBKB facilities on Ch. 4 to CBS. Under the FCC's Sixth Report and Order [B•T, April 14, 1952], Ch. 4 was switched to Milwaukee and the Chicago Ch. 4 station ordered to move to Ch. 2.

Zenith claimed its four-year-old application for Ch. 2 gave it the right to a comparative hearing with what is now the CBS-owned WBBM-TV Chicago.

CBS rebutted the Zenith contention that since the FCC permitted WLAN Lancaster to oppose WGAL-TV Lancaster in the latter's move from Ch. 4 to Ch. 8 it also should allow Zenith to compete with WBBM-TV in its move from Ch. 4 to Ch. 2.

CBS claimed the Commission set the two Lancaster applications for hearing because WGAL-TV was up for license renewal. Under FCC regulations, an application for a new station must be heard at the time the existing station's license comes up for renewal.

CBS said Zenith can refile for Ch. 2 when WBBM-TV's license renewal date approaches.

Joining CBS in opposing the Zenith petition was Balaban & Katz Corp., original license holder for the original WBKB (that call now is used by ABC's Ch. 7 station in Chicago, which had been WENR-TV).

Radio's

GROWING

In automobiles alone, there are 27,424,500 radios. AND at any given moment, more than one-third of the radio equipped cars on the road have their sets in use.

AND—in the second largest market in the nation, WGN reaches more homes each week than any other Chicago station.

A Clear Channel Station
Serving the Middle West
MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston

Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

Private Persons Can Testify Before FCC, Justice Dept. Says

Citizens without direct interest in broadcasting can intervene in Commission actions, according to the Justice Dept.

CAN ordinary public citizens who have no direct stake in broadcasting intervene as "parties in interest" in actions of the FCC?

That question was answered affirmatively by the Dept. of Justice two weeks ago. It was contained in an answer by the Justice Dept. to Transit Riders Inc.'s appeal to the U. S. Court of Apeals in Washington from the FCC's dismissal of a protest against the renewal of the license of WWDC-FM Washington.

Also filed two weeks ago was the FCC's brief in the case (No. 11,574) holding that the anti-transit radio group had no legal standing as a "party in interest."

This is believed to be one of the few times that the Dept. of Justice has taken a stand opposite to that of a federal agency.

Oral argument on the Transit Riders Inc. petition is scheduled to be heard March 20. However, a request for postponement has been filed by TRI.

Case stems from TRI protest last August against the FCC's renewal of WWDC-FM's license without a hearing. WWDC-FM originates transit radio broadcasts for the Capital Transit Co., Washington transportation utility. FCC dismissed the TRI protest later in the month on grounds that (1) TRI did not meet the test of a "party in interest," and (2) allegations that transitcasts were injurious to its members' health were not specific enough, as called for by Sec. 309 of the Communications Act. TRI appealed the dismissal to last October, naming the U. S. as respondent.

Both the FCC and WWDC-FM are intervenors in the case. WWDC-FM filed a reply to TRI last December, holding much the same as the FCC.

The Dept. of Justice termed the case "a novel one," concluding, however, that TRI has shown a "legitimate interest."

Regarding jurisdiction, the Justice Dept. implied that TRI had perhaps erred in filing under Sec. 402(a), making the U. S. a respondent, rather than under Sec. 402(b) which would have made the FCC the respondent.

In arguing against the TRI appeal, the Commission said:

> **Members of the listening public generally, particularly those in one-station communities, may frequently be more substantially affected by orders of the Commission granting or denying broadcast licenses than are petitioners' members by the grant to WWDC-FM. The general interest of members of the public is not sufficient to confer standing to protest or appeal Commission orders. . . .**

Stay Order Argued

ORAL ARGUMENT was heard Thursday by the U. S. Court of Appeals for the District of Columbia on the request of WGRD Grand Rapids, Mich., for a stay order to preclude construction of a new TV station on uhf Ch. 35 at Muskegon by Versluis Radio & TV Co. WGRD has appealed to the court to set aside FCC's order dismissing WGRD's plea for reconsideration of the Versluis grant on grounds of economic injury [B•T, March 2]. The court is expected to rule momentarily on the request for stay, possibly this week.

WTAG

WORCESTER, MASSACHUSETTS

announces the appointment of

HENRY I. CHRISTAL COMPANY

as

National Sales Representative

EFFECTIVE MARCH 15, 1953

Believing that the Industry is best served by specialized representation selling the merits of Radio exclusively, we are pleased to join such leading stations as:

WJR—*Detroit*
WBEN—*Buffalo*
WDAF—*Kansas City*
WTMJ—*Milwaukee*
WGAR—*Cleveland*
WGY—*Schenectady*
WHAS—*Louisville*
KFI—*Los Angeles*

WTAG AM & FM • **5000W** **BASIC CBS**

Affiliated with the Worcester Telegram-Gazette

Free Press, Radio-TV Role Discussed by Judge Rifkind

FIVE specific proposals designed to promote the role of the free press, radio and television, and still maintain the constitutional right of fair trial were outlined Feb. 27 by former Federal Judge Simon H. Rifkind at a Conference on Fair Trial and Free Press called by the New York County Lawyers Assn. [B•T, March 2].

Judge Rifkind proposed as an experiment in self-regulation:

1. Let the courts and legislature prohibit, under appropriate penalty, disclosures by police, prosecutors and public officials, of information relating to trials which ought not to be published. . . .

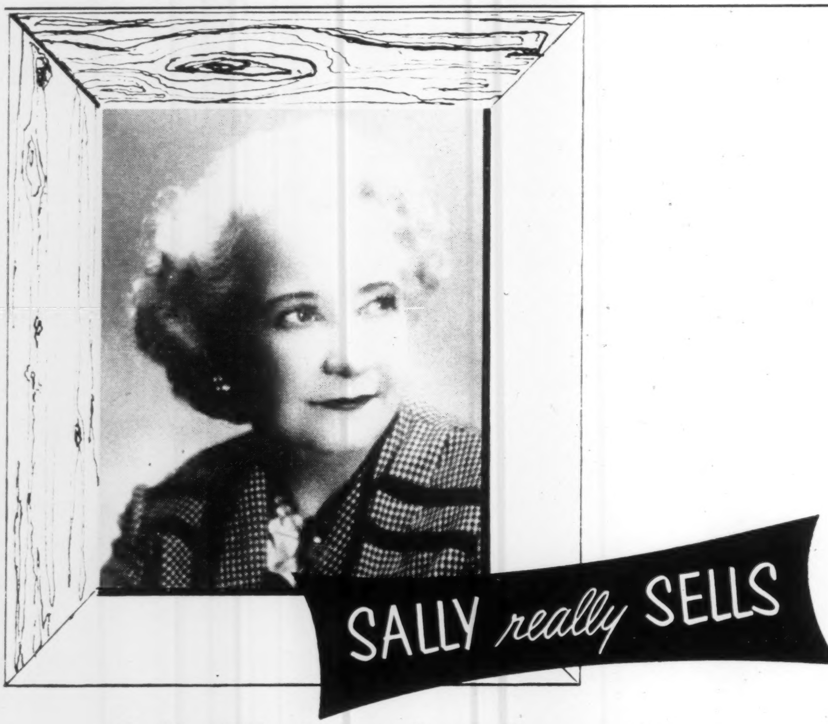
2. Let the bar formulate its own views of a code of conduct for the press which is compatible with the integrity of the judicial process.

3. Thereafter, let the bar meet with representatives of the press in an effort to find high patriotic common ground.

4. Let the bar establish watch-dog committees to police departures from the accepted code by suggestion and moral persuasion.

5. Let the press establish a similar committee . . .

Later, the conference adopted a resolution that a committee be set up to confer with press, radio-TV representatives.


SALLY really SELLS

Sally Work has had the confidence of Buffalo women for over 25 years

WBEN's Sally Work knows how to make friends with Buffalo housewives — as her 25 years of success prove. Her companionable early afternoon program features informal conversation . . . anecdotes, fashion news, beauty hints and tips on homemaking and child rearing, delivered in the intimate, friendly terms of one woman to another. Year after year, sponsors like the Ladies Home Journal, Bordens, General Foods —and other equally significant advertisers—count on personable Sally to sell their products in the personal, confidence-building manner that women like—and respond to. Let Sales Gal Sal present YOUR sales message in her sales producing way to one of the most productive markets in productive New York State.

Sally Work 1:30 - 2 P.M., *Monday through Friday*
Check Henry I. Christal in New York, Chicago or San Francisco for availabilities.

WBEN NBC IN BUFFALO

TBC Claims XETV (TV) Is Actually U. S. Station

TBC Television Inc., applicant for San Diego's Ch. 10, thinks FCC should not permit XETV Tijuana to originate programs from San Diego or be fed programs by U. S. networks.

OUTSPOKEN charge that Mexican TV station XETV (TV) Tijuana was an "American" station, with its transmitter "only physically" across the border, was made last week by TBC Television Inc., applicant for Ch. 10 in San Diego.

The allegation was made in petitions filed with the FCC vigorously opposing the grant of an application by Alvin George Flanagan for permission to originate programs for XETV from San Diego [B•T, Jan. 26] and against requests by NBC and DuMont to furnish XETV with live and film-recorded TV programs.

Protest against the grant has been filed also by KFSD San Diego, a second applicant for San Diego's Ch. 10.

Both protests claim that the establishment of a studio on U. S. soil would virtually make the station a regular American broadcast outlet—controlled by aliens and not responsive to U. S. regulations.

The TBC opposition made the following points: (1) Bulk of XETV's service area is San Diego and Southern California, including parts of Los Angeles; (2) XETV's Ch. 6 was one of two frequencies deleted from San Diego during the TV "freeze" and given to Mexico specifically to serve the people of that nation; (3) plan seems to be, it is alleged, to make XETV a U. S. station in Mexico, serving U. S. listeners, with the support of U. S. advertisers but with no responsibility under U. S. laws and having an unfair competitive advantage over U. S. stations with respect to taxes, labor costs and performing fees.

Charges Duopoly, Monopoly

Among other points alleged by TBC were duopoly and monopoly. TBC claimed that Emilio Ascarraga, XETV co-owner with Romulo O'Farril and Jorge I. Rivera, was a 20% stockholder in Los Angeles Ch. 34 applicant Spanish International Television Inc., which if granted would overlap with XETV. Also that Messrs. Ascarraga and O'Farril own all but one of Mexico's TV stations—XEW-TV, XEQ-TV and XHTV Mexico City and XELD-TV Matamoros.

TBC also objected to the operations of Mexican radio station XEAC, owned and operated by Mr. Rivera.

KFSD made generally the same points, including the question of time brokerage which it claimed was implicit in Mr. Flanagan's contract with XETV.

In his application, Mr. Flanagan said that he would be paid $300 weekly for gross sales of up to $30,000 weekly, plus 1% of sales between $30,000 and $60,000 and 1.5% for sales over $60,000.

Former ABC-TV Western Div. program manager, Mr. Flanagan was with KFMB-TV San Diego from 1949 to 1951, and with Don Lee the previous decade.

The Mexican station is licensed to Radio y Television S. A., operates on Ch. 6 with 38 kw visual power, and is represented in the U. S. by Edward Petry & Co.

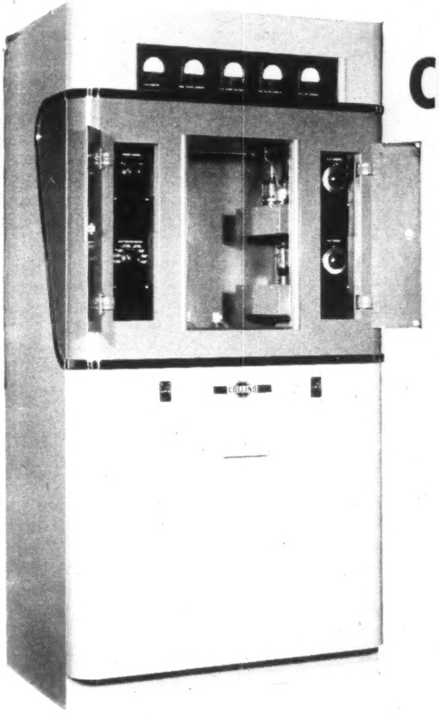
For ailing AM signals

COLLINS 300J 250W TRANSMITTER

PREMIUM PERFORMANCE
Guaranteed by advanced engineering research and design.

ASSURED DEPENDABILITY
Simplified circuitry and control system.

MAXIMUM ECONOMY
Lower initial, maintenance and operating cost.



For premium performance at 250 watts, or for standby use, the Collins 300J Broadcast Transmitter offers maximum quality at minimum cost. Lower *initial* cost . . . lower operating and maintenance costs, plus great dependability make the 300J your best buy in a 250 watt transmitter.

Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components, and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins can serve your broadcasting needs best. Write today for complete details and descriptive literature.

For quality in broadcasting equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St.
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Ave.
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

Ike Order Seeks to Open More Jobs for Republicans

PRESIDENT Eisenhower took two steps last week looking to the unfreezing of more government jobs for Republicans.

He directed the drafting of executive orders which would repeal parts of two orders which blanketed under Civil Service Federal jobs that had been exempted up to that time. The orders, issued under President Truman's regime, were issued in 1947 and 1948. They applied to procedures for discharging occupants of exempted positions who have civil service status.

In another move, the President asked the heads of all departments and agencies to survey their organization to determine what additional positions might be exempted. The test in both cases, according to Presidential Press Secretary James C. Hagerty, who made the announcement, is whether the job is of confidential or policy making nature. They will not involve more than "several hundred positions," the White House said.

It is understood one newly appointed agency chief found that his number one man was under Civil Service status and could not be removed.

What effect these orders will have on the FCC is problematical. It is believed that few FCC staff men gained Civil Service status in the 1947 and 1948 orders.

On the other hand, some—but not many—additional jobs might be declared exempt if the Commission, under a new Republican chairman and majority, were to move in line with the President's wishes. Among these, it was understood, might be assistant chiefs of bureaus and secretaries of Commissioners.

These would be in addition to those already exempted by statute (legal and engineering assistants to commissioners and the administrative assistant to the Chairman), and by the Civil Service Commission (Secretary of the Commission, private secretaries or confidential assistants to commissioners, General Counsel and Assistants General Counsel, Chief Engineer and Assistant Chief Engineer, Chief Accountant and Assistants Chief Accountant, chiefs of bureaus).

Only 68 Jobs Exempt

According to October 1952 Civil Service records, only 68 FCC jobs fall in the exempted category—its occupants can be summarily dismissed [B•T, March 2]. Of the Commission's 57 attorney positions, only 17 fall under the mantle of Civil Service. This clarifies the story two weeks ago, which inadvertently indicated that there were only 57 attorneys working in the Commission. Actually there are between 70 and 75 attorneys on the FCC staff, but only 57 of them are in so-called "attorney" positions. The others occupy administrative niches, most of which are considered classified Civil Service positions.

10 TV Renewals Granted

RENEWAL of license was granted by FCC last week to 10 pre-thaw TV stations, but four of the actions were subject to final determination in show cause proceedings for changes in channel assignment pursuant to the Sixth Report and Order. Renewals were granted to:

KSTP-TV St. Paul; WBRC-TV and WAFM-TV Birmingham; WAGA-TV, WLTV (TV) and WSB-TV Atlanta; WCCO-TV Minneapolis; WNAC-TV Boston; WJAR-TV Providence and WNHC-TV New Haven, Conn.

Conditions respecting channel changes were issued by FCC in actions on the renewals of WBRC-TV, WJAR-TV, WNHC-TV and WSB-TV, but the condition on the WSB-TV renewal was in error, a Commission spokesman later acknowledged. WSB-TV, on Ch. 2, was incorrectly identified in FCC's order as presently on Ch. 8 and subject to change to Ch. 11 in accord with the Sixth Report. WLTV, now WLWA (TV) under new Crosley Broadcasting Corp. ownership, is on Ch. 8.

TV Leases Upheld in Wash.

THE Washington State legislature has authorized leasing of sites in Mount Spokane State Park to television stations, thus upholding present leases of this kind. Also of interest to broadcasters, a bill passed at the biennial session last month allows the Washington State Apple Advertising Commission to assess up to 12 cents per 100 pounds of apples to pay for apple advertising.

Survey on TV's 'Morals'

INFORMAL inquiry into the "moral climate" of certain television programming will be held by a special Chicago City Council TV subcommittee March 20. Local industry representatives are slated to testify.

The subcommittee's announcement of hearings came as the Illinois House denounced some TV program fare as "lewd and lascivious," and blamed the medium for the rising crime rate among youth. City Council hearings will be conducted by Ald. Patrick Patrone, who said he will invite network representatives, educators, clergymen and other interested parties to give their views.

REVENUE DEPT.
YOUR INCOME TAX 1952
She's Loaded- with C.P.M.

Uncle Sam may clean our pocketbooks, but not the bonus advantages WGST offers advertisers in the mighty Atlanta market. WGST offers complete COVERAGE of Atlanta's retail trade zone. Top flight PROGRAMMING to reach the right audience for your product. MERCHANDISING support tailored to suit your needs. Get the full story by contracting WGST or our national representatives.

WGST
ABC · ATLANTA
5,000 WATTS 920 KC

NATIONAL REP.
JOHN BLAIR
IN SOUTH EAST
JAMES S. AYERS

SHOWMAN WANTED...

We want a real showman. You like people . . . and meetings. You like to go places and do things. In six months you should know half the people in the state by their first names . . . you may even be Mr. Virginia.

You may be a fresh youngster slugging away on a coffee-pot . . . or you may be big time with a yen for the gracious living of the Old South.

To you we will turn over a daily half hour of choice evening time on WRVA and the services of a bang-up promotion department. In case you don't know, WRVA is a 50,000 watt station in Richmond that serves Virginia and chunks of a few other states.

What kind of show? We haven't decided! That's why we want you. Maybe you sing, play a zither or whistle the Star Spangled Banner standing on your head. One thing for sure —it must be good . . . must attract attention . . . and in short order you must be the most talked about man in the state.

The pay? We don't expect to *pay you.* We expect you to be good enough to *make money* for **both of us!**

Write us, giving your experience and background, and WHY YOU THINK YOU CAN FILL THE BILL. No flossy presentations, no records or tapes . . . and no personal calls. Just a letter.

WRITE—Sam Carey, Program Service Manager, W R V A, Richmond, Virginia.

Govt.'s NFL Antitrust Case Marks Fifth Week in Court

THE effort of the Dept. of Justice to obtain an antitrust conviction against the National Football League because of its radio-TV restrictions has wound up its fifth week in U. S. District Court, Philadelphia, with the defense endeavoring to convince Judge Allan K. Grim the sport will fall apart if the government wins its case.

Mistrial Verdict Sought

Already the defense has made two attempts to obtain a mistrial verdict. Last week Bernard I. Nordlinger, chief defense attorney, asked a mistrial ruling after attorneys for Gordon McLendon, former head of the defunct Liberty Network, had sent a letter to Judge Grim.

Mr. Nordlinger argued the letter would prejudice the judge. It was signed by the law firm of Leake, Henry, Golden & Borrow as "friends of the court." Judge Grim said he could give proper evaluation to the letter since there was no jury. The letter discussed effects of monopoly on business and suggested the football restrictions may have been a contributing factor to Liberty's failure.

The defense mistrial motion was denied, as was a similar motion filed a fortnight ago when the defense opened its plea. Judge Grim at that time said he wanted to hear the entire case.

Defense witnesses have included Dr. Albert F. Murray, engineering consultant, who said NFL restrictions are relatively unimportant because of lack of facilities; Herbert R. Bayle, vice president of Brooke, Smith, French & Dorrance, Detroit agency for Goebel Brewing Co., who testified he did not believe NFL's policy would restrict a group of stations in one area because they would not buy the same game; DeBenneville (Bert) Bell, NFL commissioner, who contended unrestricted TV would mean the death of pro football.

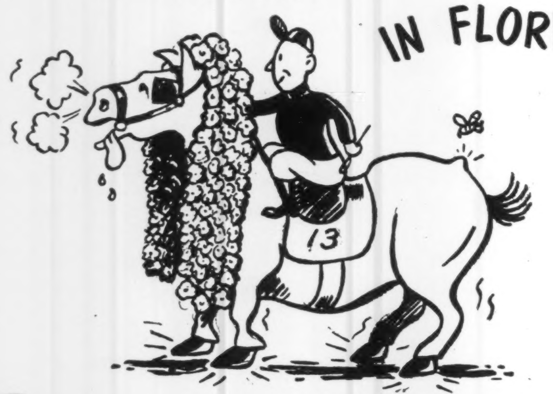
DuMont Executive Testifies

Roy Sharpe, DuMont Network, testified as to allocation of interconnecting facilities. John T. McHugh, Joseph Katz Co., Baltimore, testified as to desirability of purchasing exclusive territorial rights to pro football games.

Paul Schissler, special events director of the *Los Angeles Times*, testified the annual Rams-Redskins charity game had its smallest crowd in 1949, only year the game was televised. Paul B. Shetsley, National Opinion Research Center, testified on effect of TV on college football. He asserted college football attendance in 1952 would have been 40% under 1947-48 had not TV been restricted.

Several NFL club owners testified last week. John V. Mary, New York Giants president, said the team would sell live TV of home games only on a "full-house guarantee" basis. The club stopped telecasting home games in 1948, fearing an adverse effect on the gate. Texas E. Schramm Jr., assistant to the president of the Los Angeles Rams, said TV cut heavily into the club's gate. George Preston Marshall, principal owner of the Washington Redskins, conceded that TV and radio kept the team out of the red for probably 10 of 16 years receiving from $7,500 to $60,000 per year from American Oil Co.

a LONG SHOT SOMETIMES PAYS OFF IN FLORIDA



..But... FOR A SURE THING

BUY WHOO AM-FM ORLANDO

Yes, Suh! A long shot sometimes pays off, but why take a chance when you can be *sure*. Local people in the know always buy WHOO—many outstanding success stories are being written by advertisers who use the 10,000 Watts of WHOO-AM and FM. For full details, ask your Avery-Knodel, Inc., man.

National Representative
Avery-Knodel, Inc.

★ RADIO
★ TV
★ NEWSPAPER

an EDWARD LAMB Enterprise

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

Walker on BU Panel

ANNUAL Founders' Day observances by Boston U., scheduled to last five days beginning Tuesday, will open at 8:30 p.m. that date with a discussion panel on "Educational Television in the Greater Boston Area," to be headed by FCC Chairman Paul A. Walker.

Among the panelists will be: Christopher H. Phillips, senator to the general court of the Commonwealth of Massachusetts and chairman of the Commission on Television, and Parker Wheatley, director of Lowell Institute Cooperative Broadcasting Council and general manager of WGBH Boston.

White House Coverage Plans Progress in Discussion Stage

PATTERNS for radio-TV coverage of President Eisenhower's news conferences are taking shape as White House and industry representatives confer on a projected plan instituted shortly after the inauguration [B•T, Jan. 26].

While there still is no assurance that permission will be granted for electronic reporting of the newsy and informal exchanges between the President and newsmen, the White House shows increasing interest as discussions proceed.

Confer With Hagerty

Last Wednesday a group of five radio-TV executives conferred with James C. Hagerty, the President's news secretary. They discussed such problems as placement of cameras and microphones, lighting, Presidential handling of loaded questions, eager-beaver camera hounds among reporters and problems of other media, including newsreels.

One of the serious problems centers around the two-decade ruling which forbids direct quotation of the President unless the specific words are provided in writing or clearly spelled out. This Roosevelt-Truman precedent was based on the realization that a false quote or an inadvertent use of words could cause world-shaking complications.

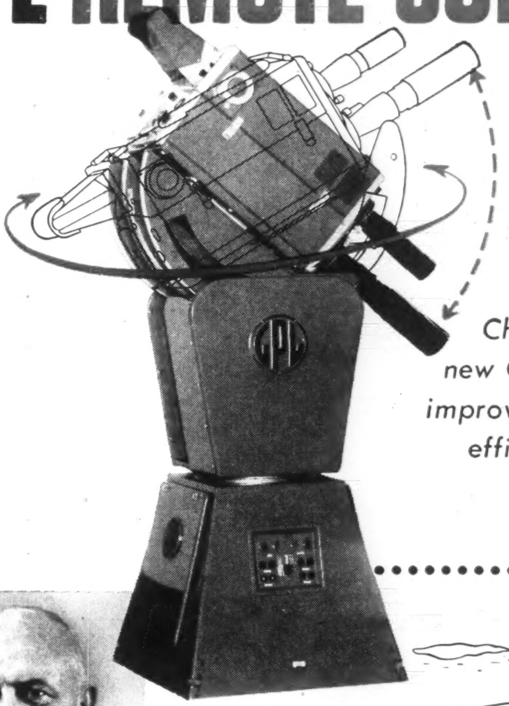
Camera and microphone facilities would be handled on a pooled basis, with all networks permitted to participate.

The White House has shown interest in suggestions that the President report to the people by radio and TV every month or six weeks. Several program formats have been proposed.

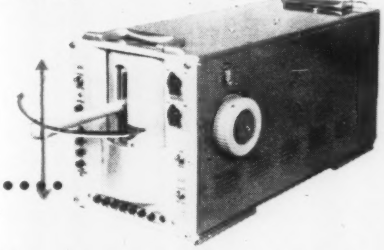
Attending last Wednesday's White House conference were Ted Koop, CBS; Bryson Rash, ABC; Everett Holles, MBS; Roger Coelos, DuMont, and Julian Goodman, NBC.

GPL REMOTE CONTROL CAMERAS

make debut as WHUM-TV puts UHF in Major Operation



Channel 61 in Reading uses 4 of new GPL chains to cut costs, improve studio-field efficiency



Humboldt Greig, president of WHUM-TV, says: *"We picked GPL cameras to gain a truly major reduction in costs by adding remote control. In fact, we feel these will be self-liquidating cameras due to the savings. We have tested them under the roughest conditions with our mobile unit in the past two months and encountered absolutely no difficulties."*

WHUM-TV 61
WHUM-TV 61

Marking two major milestones in television, WHUM-TV introduces both high powered UHF and remote control for new techniques in camera operation.

For the opening 30 live-hours per week from this 260,000-watt UHF station, 4 GPL image orthicon chains will be used with remote control pedestals. From as far as 1,000 feet away, all actions of pan and tilt, lens change and focus and iris are easily controlled.

Each camera has a "memory" of 6 pre-set positions. With a four-chain set-up, a director has a choice of 24 camera shots. Pushing a "pre-set" button automatically swings the camera on target . . . with lens, focus and iris in correct adjustment. Speed and ease of operation save time, camera handling, and dollars.

For field operations—covering sports and news—WHUM-TV uses the GPL studio-field interchangeability . . . again cutting costs. Two cameras, complete with remote control pedestals, fit atop the station's mobile unit. Pedestals disassemble in minutes for easy transfer between bus and studio.

WHUM-TV is the first station to equip all its cameras with remote control . . . for tops in quality, for utmost in economy.

STATION OWNERS

Our engineers will be pleased to show you, without obligation, how you can get maximum efficiency and economy in either UHF or VHF operations with GPL studio and field equipment. Write, wire or phone:

General Precision Laboratory GPL
INCORPORATED
PLEASANTVILLE NEW YORK
Cable address: Prelab

Export Department:
13 East 40th St., New York City
Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

IN THE CASE OF BUTTONS

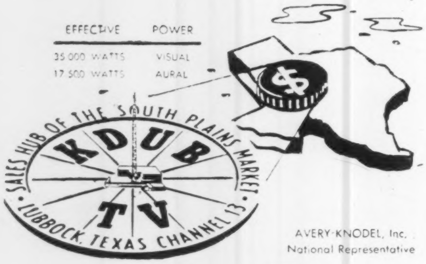
When the Red Buttons show was off the air for several days, switching from a CBS sustainer to its General Foods sponsor, South Plains TV fans swamped KDUB-TV with over 3000 protesting letters. The next week Red Buttons was on again with his new sponsor, and Maxwell House Coffee sales are on the rise in West Texas.

Red Buttons and his KDUB-TV fan letters

Here are 317,700 potential customers with the third highest buying income per capita in the nation! They are watching KDUB-TV. Nuff said?

W. D. "DUB" ROGERS – President
MIKE SHAPIRO – Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL


SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13
$

AVERY-KNODEL, Inc.
National Representative

affiliates: Paramount CBS DuMont

NARTB TO HONOR DAVID SARNOFF WITH FIRST KEYNOTER AWARD

RCA chairman to receive industry honor for outstanding contribution to radio and television; will deliver keynote speech at formal opening of Los Angeles convention; annual equipment and service exposition to be largest in history of NARTB.

NEW radio-TV award, created by NARTB to honor outstanding service to the industry, will be presented to Brig. Gen. David Sarnoff, RCA chairman of the board, when NARTB formally opens its convention April 29 in Los Angeles.

Known as First Annual Keynoter Award, the selection was announced by Clair R. McCollough, WGAL-AM-TV Lancaster, Pa., chairman of NARTB's 1953 convention committee.

Gen. Sarnoff will deliver the keynote address to the convention after being introduced by Mr. McCollough. Along with an engrossed plaque honoring him for contributions to the broadcasting arts, Gen. Sarnoff will receive from NARTB President Harold E. Fellows a small gold key specially designed for the association's new award.

The association moved forward last week with plans for its annual convention at the Biltmore Hotel. C. E. Arney Jr., secretary-treasurer and convention manager, and Arthur C. Stringer, managing the displays of equipment and services, announced the 1953 exposition will be the largest in the association's history.

At the weekend, Mr. Stringer had assigned the entire Galeria floor exhibit space for displays of heavy equipment and the second floor sample rooms for light equipment and service displays as well as reception facilities.

In all, 75 exhibit booths and exhibition rooms have been assigned. Besides, a large number of suites and rooms on other floors of the Biltmore have been assigned associate members for entertainment purposes.

Exhibits for Delegates

Exhibits will be open to delegates attending both the Management and Engineering Conferences, which run simultaneously. The management meetings open Tuesday, April 28, with a morning session for TV members. The afternoon will be devoted to a Broadcast Advertising Bureau clinic. The Galeria and second floor displays will be opened Tuesday through Friday, closing convention day.

The new keynoter award offers a dramatic addition to the NARTB convention format. The idea was approved by the McCollough committee some weeks ago. Mr. McCollough and President Fellows made a personal call on Gen. Sarnoff after his name had been selected by the committee with the counsel of the association's boards of directors. Frank M. Russell, NBC Washington vice president, assisted in making arrangements.

An annual feature, the award presentation will bring a leading industry figure as keynote speaker for the convention.

Gen. Sarnoff entered the communications field at age 15 as a messenger. He worked his way up to the RCA presidency when he was only 39. As RCA board chairman, he exercises general supervision over operations of the company, its divisions and services including NBC, RCA Communications, Radiomarine Corp. of America, RCA Institutes, RCA Labs., RCA Victor and RCA International Division. He is chairman of the board of RCA Communications, RCA Institute and NBC.

He drew national attention a few weeks ago as chairman of the Citizens Advisory Committee on Utilization of Manpower, suggesting ways to save armed services manpower.

Gen. Sarnoff will receive the first IRE Founders Award Medal March 25.

Other awards he has received are: First Radio-Television Mfrs. Assn. award for achievement, 1952; One World Prize from American Nobel Center for contributions to international understanding through radio, 1945; Television Broadcasters Assn. "Father of American Television" award, 1944; Medal of Merit, awarded by President Truman, 1946; Cross of Commander of French Legion of Honor, 1947.

Work in Agenda Details

As NARTB began receiving advance resistrations for the convention, Washington headquarters officials were working out agenda details. The list of Galeria equipment exhibitors:

Altec Lansing Corp.; American Telephone & Telegraph Co.; Andrew Corp.; Blaw-Knox, Tower Dept.; Broadcast Music Inc. (service exhibit); Caterpillar Tractor Co.; Century Lighting Inc.; Collins Radio Co.; Continental Electronics Mfg. Co.; Allen B. DuMont Labs.; Federal Telecommunication Labs.; Gates Radio Co.; General Electric Co.; General Precision Lab.; Graybar Electric Co.; Kliegl Bros. Universal Electric Stage Lighting Co.; Machlett Labs.; Raytheon Mfg. Co.; RCA; Standard Electronics.

The list of service and associate members to whom second floor space has been assigned:

Allied Record Mfg. Co.; Ampex Electronic Corp.; Broadcast Advertising Bureau; Blaw-Knox; Cinema Engineering Co.; CBS Television Film Sales; Capitol Records Dist. Corp.; Consolidated Television Sales; Dresser-Stacey Co. (Ideco); Federal Telephone & Radio Corp.; General Communications; Harry S. Goodman Radio & Television Productions; Gray Research & Development Co.; Graybar Electric Co.; Houston Fearless Corp.; Hughey & Phillips; Keystone Broadcasting System; Magnecord Inc.; Motion Pictures for Television; Musicolor; NBC Film Div.; A. C. Nielsen Co.; Philco Corp.; RCA Victor Div.; Rust Industrial Inc.; Screen Gems Inc.; SESAC Inc.; TeeVee Co.; Telenews; United Television Programs; Wincharger Corp.; World Broadcasting System; Frederic W. Ziv Co.

PLANNING work of the Philadelphia Radio-TV Broadcasters Assn. are William C. Caskey (l), general manager, WPEN and Pat Stanton, owner, WJMJ, who are vice president and president, respectively

XUM

"Come and Get It!"

—at the Mine of Information

NARTB's '53 Gold Rush
CONVENTION and EXPOSITION

Hotel Biltmore • Los Angeles • April 28-May 1

GET: a first-hand look at the newest in television and radio equipment in the FOUR great Exhibit Halls . . . first-hand inspection of new products and services on the Exhibit (2nd) Floor. The 1953 NARTB Exposition is the greatest industry show ever assembled under one roof!

GET: the "gold" of practical experience in TV and radio management and merchandising, programming and community relations from broadcasters in markets just like your own. Why wonder and experiment when you can get tested advice and case histories so economically at the NARTB convention?

GET: a wealth of personal contacts with station owners and executives, engineers, network officials, transcription and TV film companies, station representatives, agency executives, trade press editors, equipment manufacturers, news services, research organizations.

GET: valuable answers to questions you've been wondering about . . . on remote control, small market TV, cost-cutting angles, UHF, access to public events, personnel policies, handling of films, etc. Agendas of the NARTB Management and Engineering Conferences are loaded with solutions!

For Map of The Trail and Directions—
NARTB, 1771 N Street, N. W., Washington 6, D. C.

And, Be Sure To Visit US "On Location" At The Biltmore!

WOODland! AM

WOOD again proved your best buy* in the greater Grand Rapids area

*As borne out by 1952 SAMS report covering circulations for all Grand Rapids stations. Here are the nutshelled figures . . . read 'em and reap.

DAY

WOOD	72,014 Families
Network Station No. 2	47,954 Families
Network Station No. 3	34,712 Families
Independent Station No. 1	26,773 Families
Independent Station No. 2	19,540 Families

NIGHT

WOOD	56,862 Families
Network Station No. 2	35,824 Families
Network Station No. 3	29,628 Families
Independent Station No. 1	Daytime Only
Independent Station No. 2	Daytime Only

Not only is WOOD top dog in circulation; the *cost per thousand* story is even better.

At night, WOOD is more economical than any other station for all service from one-half hour to chainbreaks.

Daytime, WOOD is more economical than any other station for all service from one-half hour to chainbreaks save one type service on one station.

As always, your best buy in WOODland-AM is WOOD

WOOD

GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company
NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

Initial Favorable Response Meets SRA's 'Spot Crusade'

STATION reaction to Station Representatives Assn. invitation to join in financing a "Crusade for Spot Radio" [B•T, March 2] has been "extremely encouraging," according to T. F. Flanagan, SRA's managing director.

Wire from R. A. Dowling, manager, WOOF Dothan, Ala., said in part: "Thanks a million for spearheading this movement. A check for 10 times the yearly movement is being sent."

Ralph L. Atlass, president, WIND Chicago, pledging his station's participation, wrote: "We are glad to know that there is to be an effective organization exclusively devoted to promoting the use of spot broadcasting. Recent industry trends have confirmed the importance of spot revenue to the stations and success to its users."

Robert D. Swezey, general manager, WDSU New Orleans, expressed interest in the project and "hopes it will achieve signal success."

John M. Rivers, president, WCSC Charleston, echoed this sentiment.

William McGrath, managing director, WHDH Boston, said "any association within the industry which undertakes positive action of this nature deserves support."

M. M. Fleische, general manager, WMCA New York; C. B. Hasbrook, president, WCAX Burlington, Vt., and R. Lee Glasgow, general manager, WACO Waco, Tex., also praised the SRA "Crusade."

Rate-Cutting RTES Topic

RADIO and TV rate cutting will be given a thorough going-over Thursday at a clinic of the Radio and Television Executives' Society at 7:30 p.m. in NBC's New York Studio 6B. Answering the question, "How honest can we be?," will be Tom Flanagan, managing director, Station Representatives Assn.; Mary McKenna, timebuyer for Benton & Bowles; Robert Reuschle, national sales representative for WHUM-TV Reading, Pa.; Reggie Schuebel, partner, Wyatt & Schuebel. Don McClure is chairman of the RTES clinic sessions.

Indiana Station Meet

INDIANA Broadcasters Assn. will hold its annual meeting in Indianapolis at the Columbia Club March 20. O. E. Richardson, WASK Lafayette, will preside at IBA sessions as president. Election of officers for 1953 is scheduled, along with other business matters, according to Daniel C. Park, WIRE Indianapolis, secretary-treasurer of the association.

Laugh-Happy

GAGWRITERS will come into their own from April 1-8, designated National Laugh Week. The National Assn. of Gagwriters, which fosters and protects interests of the nation's laugh-makers, is asking radio and TV stations and networks to comb their files for the best comedy sketches of the year and rebroadcast them during this seven-day laugh-happy holiday. The association's motto: Bigger Laughs Mean Better Living.

Hardware Selling

BAB has distributed to members a detailed analysis of the hardware industry, covering such topics as movement of merchandise, seasonal sales trends, types of customers, store operations, advertising expenditures and general industry trends.

Prepared as a "BAB Information Folder" on hardware, the seven-page report is one of the bureau's continuing services designed to acquaint broadcasters with retail businesses.

WBA Hits Tax-Supported, State-Owned Television

RESOLUTION opposing the establishment of tax-supported state-owned TV stations in its state, pending study by an investigating commission, was adopted by the Wisconsin Broadcasters Assn. at a special meeting in Milwaukee last Wednesday.

In other developments, WBA also:

(1) Agreed to ask the state legislature to pass a bill requiring that a commercial broadcaster be appointed by the governor to membership on the State Radio Council.

(2) Voted to submit a bill to the legislature seeking to protect radio-TV stations from "unreasonable actions of defamation and libel."

(3) Elected Haydn R. Evans, WBAY Green Bay, to its board of directors.

The special session was called by Ben Laird, WDUZ Green Bay and WBA president, to consider important present and future legislation before the state government.

The resolution on educational TV explained that dissemination of education "may best be accomplished by the regularly licensed commercial TV stations with the state", and that "it may not be necessary for the state . . . to use funds supplied from any public source for the building and maintenance" of state-owned stations or networks.

The resolution recommended that the governor appoint an investigating group to study the problem and make recommendations "based on full and unbiased information." WBA said it would like an opportunity to delegate one of its members to serve on the commission.

Michigan FM Promotion

JOINT FM radio promotion will be held in Michigan in May under auspices of NARTB and Radio-Television Mfrs. Assn. Broadcaster chairman of drive will be Waldo Abbott, WUOM (FM) Ann Arbor, with Roger Graef, of Radio Distributing Co., Detroit, as chairman of wholesaler activities. Drive will emphasize FM coverage of baseball and the giving of FM sets as graduation gifts. City of Toledo, Ohio, will be included in the Michigan campaign.

CTC to Consider Merger

THE Chicago Television Council has approved a motion to consider a long-standing proposal to merge CTC with the Chicago Radio Management Club.

Howard (Howdee) Meyers, O. L. Taylor Co., is president of the radio group, and George Heinemann, program manager of WMAQ-WNBQ (TV) Chicago, heads the TV council.

WOODland! AM

1 RATE
DAY and
NITE

And now
the "Single Rate" applies!*

Nighttime radio schedules on WOOD are now a smarter investment than ever because:

1 You buy nighttime at same price as daytime, and what a cost-per-thousand picture that will give you! Just check your SRDS and your SAMS report . . . you'll see what we mean by a "real sleeper buy" in the rich Grand Rapids market.

2 You get a "bonus", too! The Katz sponsored Pulse Study of 18 TV cities reveals number of radio sets in use at home is about the same at night as in daytime; but — get this — at night there are more people listening to each set. Daytime radio has a peak at 10:00-11:00 AM when 365 people per 1,000 radio homes are listening; at night, the peak is 8:00-9:00 PM with 517 listeners per 1,000 radio homes; the figure never goes below 431 from 6:00-10:00 PM. It's poppa home from work who makes the difference.

Literally, an exception — Class B is from 11:30 PM to 7:00 AM.

WOOD
GRAND RAPIDS, MICHIGAN
Grandwood Broadcasting Company
NBC — 5,000 Watts
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.
National Representatives: Katz Agency

NARTB, Ad Council Win American Heritage Awards

NARTB and the Advertising Council lead a list of 23 national organizations who have won top awards in the 1952 "Register and Vote" competition of the American Heritage Foundation, Charles E. Wilson, former president of General Electric Co. and chairman of the foundation's Committee of Judges, announced last Monday. AHM a fortnight ago had praised the work of these organizations [B•T, Feb. 23].

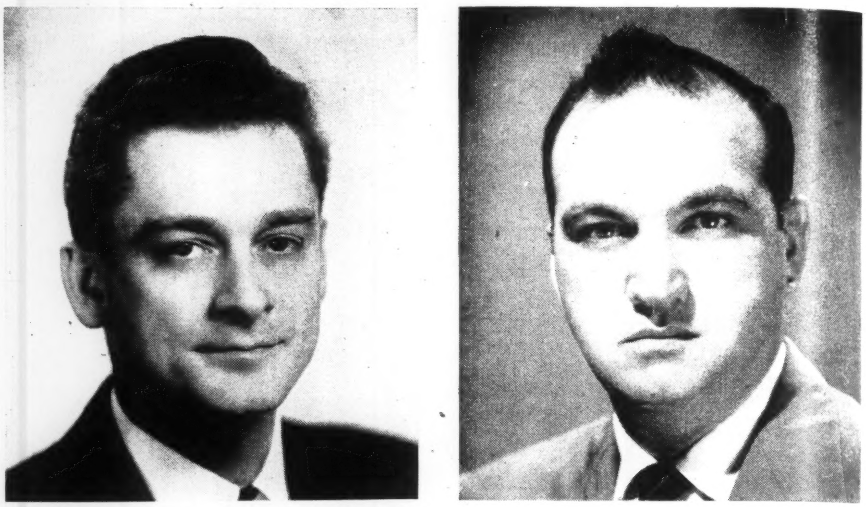
Among the other organizations receiving major awards were the Advertising Foundation of America and the National Retail Dry Goods Assn.

For outstanding performance in support of the campaign, the awards committee cited the following organizations, among others:

Screen Actors Guild, Advertising Assn. of the West, Assn. of American Railroads, Assn. of National Advertisers, National Assn. of Mfrs., American Newspaper Publishers Assn., American Society of Newspaper Editors, AFL, CIO and National Council of the Churches of Christ in U. S. A.

'Chicago Unlimited' Meet

FIRST annual membership meeting of Chicago Unlimited, new organization set up to promote the city as a radio-TV program origination point, has been set for March 23. The agenda will include a progress report and election of new officers, according to Joe Seiferth, organization's executive director.



WILLIAM K. TREYNOR (left), newly appointed manager of NARTB station relations department [B•T, March 2], will assume office March 15. He succeeds William T. Stubblefield (right), who joins Blackburn-Hamilton Co., media brokers. Mr. Treynor has been in charge of NARTB's West Coast office. He went to Washington last weekend for conferences and will be stationed at NARTB headquarters after the Los Angeles convention.

409 U. S. Cities Have Radio But no Newspaper, BAB Says

SMALL-TOWN merchandising is being "revolutionized" by the growth of radio, BAB reported last week on the basis of a study which showed there are 409 cities which have no daily newspapers but which do have radio stations.

BAB estimated that in these cities—which it predicted will be increased by about 75 before the end of the year—more than a million families (perhaps as many as four million) will have been brought within the "daily merchandising pattern" of advertisers through stations.

"Radio stations are revolutionizing small-town merchandising—particularly for the local retailer," BAB asserted. "They have unshackled him from his once-weekly advertising pattern and provided him with the daily advertising facilities that big-city merchants use for substantially increased volume and more profitable operation."

The estimate of a million families in radio cities having no daily newspapers is much too low, the report said, noting that this figure represents only the families within the corporate limit of the cities involved.

In a cross-section of these cities, the study found that the number of families living in surrounding rural or small communities is at least four times the number of those residing within the cities' corporate limits.

These people, BAB noted, rely on their radio stations for daily coverage of hometown news and hometown advertising because radio is their only "daily" medium.

The study found 42 states which have cities with radio stations but without daily newspapers. Texas had the greatest number, 43, followed by Alabama, 34, North Carolina, 28, and Georgia, 25.

AWRT Atlanta Convention To Have Workshop Sessions

SERIES of workshops and panel discussions are planned for the third annual national convention of American Women in Radio and Television April 30-May 3 at the Atlanta Biltmore Hotel.

Harold E. Fellows, president of NARTB, will speak at the annual McCall's "Mike" awards dinner Saturday evening. Officers will be elected Saturday by the 400 members expected to attend the convention. Installation of officers is slated for Sunday.

"You Can't Eat *Compliments,"* they said...

Almost from the day we started in business, 27 years ago this January, we've heard the crack, "Compliments are wonderful but you can't eat 'em!"

We've had more than our share of awards, plaques, compliments, etc. It's kind of gratifying when the competition gets real rough to hear the local boys say, "WIOD? SURE—you boys have been doing a good job for a long time!"

Even way up North, quite a few of the boys say the same thing. Ask your Hollingbery Man...

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC
National Rep., George P. Hollingbery Co.

Now...

PACKAGED REMOTE CONTROL
for Commercial Broadcast Transmitters
AM — FM

THE RUST INDUSTRIAL COMPANY'S REMOTE CONTROL SYSTEM

The Rust System is the *only* transmitter remote control system *proven* in service in United States Commercial AM Broadcasting installations. *It meets all FCC requirements.*

STUDIO UNIT
(Type RI-1080)

REMOTE CONTROL
of transmitters means more effective station operation. Attending personnel may be utilized more efficiently. More convenient location of studio is made possible. Transmitter may be located where transmitting conditions are ideal and real estate costs low.

THE RUST SYSTEM
consists of a studio unit and transmitter unit connected by two telephone pairs. Up to nine meter readings can be made and up to nine operations can be controlled by simply dialing desired functions. Transmitter adjustment is made remotely while simultaneously observing readings of appropriate meter.

The transmitter unit is connected to any one of a number of tuning motors or contactors used for controlling transmitter tuning or other switching functions. Use of various shunts and multipliers permits the metering of several circuits at the remote control point. Any failure of the system immediately removes all power from the transmitter.

The complete system is sold on an installed basis with all components guaranteed for one year. Price includes any necessary modification of the transmitter. Savings can pay for entire cost in as little as ten weeks.

TRANSMITTER UNIT
(Type RI-1081)

WRITE FOR DETAILED INFORMATION.

the rust industrial company, inc.
608 WILLOW STREET
MANCHESTER, N. H.

NEW TV GRANTEES PLAN STARTS

Plans for more television service in more areas are being unfolded daily. For example: Six of last week's new grantees have set commencement target dates and have preliminary planning underway.

ALL but one of last week's seven new television station permittees, given their construction permits by the FCC last Wednesday, expect to be on the air within a year. And the single exception may actually be on the air in less than 12 months, since the starting date is not known.

Joe L. Smith, president of WKNA-TV Charleston, W. Va., said that he hoped to have the uhf Ch. 49 station, which was granted an effective radiated power of 225 kw visual, on the air by July. RCA equipment throughout has been ordered, he told B•T, and a site has been selected for building. Weed Television will represent the station, he added.

F. E. Fitzsimonds, executive vice president and general manager of KFYR Bismarck, N. D., said he hoped to have vhf Ch. 5 station on the air by late summer or early fall. An RCA transmitter has been ordered. The TV antenna will be atop the 704 ft. KFYR vertical AM antenna, he said. No network affiliation has yet been negotiated. KFYR is represented by John Blair & Co.

M. B. Rudman's Plans

Ross K. Prescott of Dallas, counsel for M. B. Rudman, grantee for vhf Ch. 12 in Bismarck, said the Texas oil man contemplated late summer or early fall operation for all four of his stations. He also holds construction permits for Galveston, Tex., Billings, Mont., and Minot, N. D. The applications specify RCA equipment throughout, Mr. Prescott said.

Mr. Prescott, who also represents the successful uhf Ch. 46 applicant at Sherman, Tex., the Sherman Television Co., said that every effort would be made to give service "probably by late summer."

Cecil W. Roberts, uhf Ch. 15 grantee for Bloomington, Ill., informed B•T that he hopes to start operating in about six months. Mr. Roberts said other details have not been decided.

S. W. Pipkin, one of the principals in Telepolitan Co., permittee for vhf Ch. 12 in Clovis, N. M., said that the starting date at this moment was unknown, and that equipment had not been contracted for as yet.

The Durham, N. C., grant made a fortnight ago to T. E. Allen & Sons Inc., based on a merged application owned 50% by T. E. Allen & Sons Inc. [B•T, March 2], will bring television to the Durham area about Nov. 1, reports John G. Johnson, general manager of WTOB.

The Durham TV station will be constructed by Mr. Johnson and Jim Coan, and for interim operation an RCA 1 kw transmitter will be used. Mr. Johnson said there had been preliminary conversations with NBC and DuMont with regard to network affiliation, and that he expects the Durham outlet will affiliate with both.

At the same time, Mr. Johnson said WTOB-TV Winston-Salem, uhf Ch. 26 grantee, will probably get on the air between July 15 and August 15. There are verbal commitments with NBC and DuMont, he said, but no contracts have been signed.

Central Illinois will get television reception from vhf Ch. 3 by summer, according to August C. Meyer, president of Midwest Television Inc., Champaign, Ill., which was granted a construction permit Feb. 26.

Construction plans will be launched immediately and work will proceed as rapidly as the acquisition of material will permit, Mr. Meyer said. He explained that the firm holds equipment priorities from both RCA and DuMont, and, with the possible exception of the tower, expects to encounter few difficulties.

The permittee's officials revealed that all four networks have expressed an affiliation interest. Mr. Meyer, president of the company, and Mrs. Meyer hold 51% of the stock; WSOY Decatur, Ill., owns 20%, and Merrill Lindsay, executive vice president of WSOY, is on the board of directors of Midwest Television Inc.

The Champaign outlet plans a 750 ft. tower on a site west of Seymour and will eventually operate with 100 kw visual effective radiated power. It will start with 25 kw ERP, however.

Mr. Lindsay said that although operating plans are still tentative, the Champaign station hopes to program more than 100 hours a week.

R. S. Howard, representing the Tribune-Journal Co., licensee of KJRL Pocatello, Ida., said the starting date for the vhf Ch. 6 grantee is unknown as yet. RCA equipment has been specified. Mr. Howard reported that the network affiliation and national representative are unknown, but that since KJRL is a CBS affiliate, TV affiliation will probably be the same.

Phil Jackson, general manager of KWOO Chickasha, Okla., and 50% owner of Oklahoma County Television & Broadcasting Co., Oklahoma City, Okla., uhf Ch. 25 grantee, said "Right now it looks to us as if it will be around the last of August or the first of September before we can be on the air."

T. V. Taft, treasurer of El-Cor Television Inc., uhf Ch. 18 permittee for Elmira, N. Y., asserted that when he said last week [B•T, March 2], there are "no plans for network affiliation," BROADCASTING • TELECASTING misinterpreted his remarks. Actually what Mr. Taft meant was that "While we have no definite arrangement at present, we are seeking network affiliation and are engaged in negotiations."

Jack Harris, program director for KTYL-TV Mesa, Ariz., grantee for vhf Ch. 12, said "with good luck we hope to be in operation by the first or second week in April."

Stanley H. Durwood, general manager of Durwood Theatres, owners of KEDD (TV) Wichita, Kan., uhf Ch. 16 permittee, said equipment will be GE throughout, will be delivered in April, and that KEDD (TV) will go on the air with a test pattern about May 10 and start programming May 15 to June 1 with initial power of 2 kw visual ERP, using a 100 w transmitter.

"GE has promised delivery of the 12 kw transmitter in June," Mr. Durwood said, "so we

LOUISVILLE resident, Mrs. Paul E. Eubank, takes part in WHAS-TV opening ceremonies for the third time, by helping O. W. Towner, engineering director, to bring in a new Ch. 11 picture after the station's increase in power to 316 kw. Mrs. Eubank was chosen from a WHAS radio audience in 1949 to break ground for the new TV tower, and a year later took part in the debut of a telescope through which Louisville pedestrians could see the nation's first 12-bay TV antenna.

From the word "Go" in the "Go Cunard" opening, the universal urge to travel is really stimulated in this 1-minute spot that packs every second with sell. Quick glimpses of famous foreign sights merge into glamor shots of fun and luxury on board . . . convincing proof that Cunard's way of "Getting there is half the fun!" A reprise of the "Go Cunard" opening clinches the sale for a Cunard sailing. Created by Sarra for The Cunard Line through Kelly, Nason, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

should be to full power of over 200 kw visual ERP in July."

Lar H. Israel, partner in WENS (TV), Pittsburgh, Pa., uhf Ch. 16 permittee, said Petry will be national representative.

"We have signed a basic network affiliation with BC," he said, "and have recently purchased some 5½ acres from WCAE-FM Pittsburgh on the north side of Pittsburgh, about 7/10 of a mile from WDTV (TV) Pittsburgh's transmitter site. WCAE has sold this site to us inasmuch as it has switched its application from vhf Ch. 11 to vhf Ch. 4. The sale includes the two-story transmitter building and a 250 ft. tower which we will complete with an additional 250 ft.

"The site is 1,331 ft., which makes it the highest in this area. We have ordered a 12 kw GE transmitter," Mr. Israel said, "which will give us an effective radiated power well over 200 kw."

Edwin L. Jay, sales promotion director of WNOW-TV York, Pa., reported that plans for the commencement of TV operations have been changed to mid-summer.

A pre-freeze station, WKRC-TV Cincinnati, became the most powerful television station in Cincinnati Feb. 26 when it signed on with power of 60 kw, according to Fred Thomas, director of promotion and publicity for the station.

The power increase is the first of three major boosts planned by WKRC-TV within a month, Mr. Thomas said, and the station plans to jump its power to 250 kw. He added that soon the station will go to 316 kw.

KFEL-TV Denver on vhf Ch. 2 was to have increased its effective radiated power to 15.9 kw last week, according to Gene O'Fallon Jr.

If winter weather permits, erection of a 100 ft., RCA 6-bay superturnstile antenna on top of the 100 ft. tower on Lookout Mtn. should be completed by April 1, to provide an added power increase to 28.2 kw.

Mr. O'Fallon said plans for third-dimension television are due to be released soon. He also reported that the chief engineer, Rhean Cunningham, is to consult with the station's Washington engineers on its application for experimental color authority.

Construction has started on the Mt. Wilson transmitter building of KPIX (TV) Los Angeles, new uhf Ch. 22 permittee owned by John Poole Broadcasting Co. A two-and-a-half story addition will be made to the existing one-story building, which now houses the firm's experimental TV station KM2XAZ and the KFWB-FM transmitter. (KFWB-TV, however, is not connected with the Poole station; it is owned and operated by Harry Maizlish.)

KPIX (TV), plans to start telecasting on a test basis this summer.

Alan C. Tindal, vice president of WWLP (TV) Springfield, Mass., uhf Ch. 61 outlet soon to begin operations, announced that eight Ziv television shows have been purchased for the station. Program series includes Ziv's *The Living Book*, *Story Theatre*, *Sports Album* and *Yesterday's Newsreel*. Other programs purchased by the station, *Boston Blackie*, *The Cisco Kid*, *The Unexpected* and *Your TV Theatre*, will be grouped under a plan known as "New England Market Magic Merchandising."

WDEF Gets Power Increase

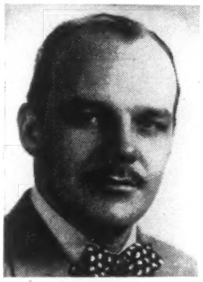
WDEF CHATTANOOGA, Tenn., has increased to 5 kw day and night on 1370 kc, according to Carter Parham, president and general manager of the station. The nighttime power formerly was 1 kw. Mr. Parham also said the station will join NBC, effective April 7. It is now an ABC affiliate. The Branham Co. is national representative.

ROBINSON SUCCEEDS LANE AT WLTV (TV)

Mr. Robinson, Crosley vice president, takes over as general manager of the newly acquired WLTV, which March 17 becomes WLWA.

ANNOUNCEMENT was made Thursday of the resignation of William T. Lane as president and general manager of WLTV (TV) Atlanta, and appointment of William P. Robinson, Crosley Broadcasting Co. vice president in Cincinnati, as his successor.

Simultaneously, it was learned call letters of the outlet recently acquired by Crosley for $1.5 million [B•T, Dec. 15] will be changed March 17 from WLTV to WLWA, with the licensee becoming Crosley Broadcasting of Atlanta Inc.


Mr. Robinson

Mr. Robinson, veteran Crosley executive and vice president in charge of programs, was in Atlanta last week. James D. Shouse, Crosley chairman and vice president and senior executive of the parent Avco, becomes chairman of the board of the new Atlanta corporation. Robert E. Dunville, Crosley president, becomes president of the Atlanta subsidiary, with Mr. Robinson as vice president and general manager.

At the time Crosley acquired WLTV last December, Mr. Lane agreed to remain in charge of management until details of transfer were completed and until plans of the new ownership were matured and new management installed. He said he told Messrs. Shouse and Dunville some time ago "I was not available to remain with the company permanently because of my desire to pursue other plans."

Mr. Lane

Mr. Lane's resignation will become effective, he said, as soon as he has fulfilled completely his commitment to the new owners. Meanwhile, "It will be a source of personal pleasure to me to assist them in launching their plans for a large expansion of this property." Crosley has announced plans to increase power to the 316 kw maximum for Channel 8.

The new call letters—WLWA—have been used by Crosley's FM station in Cincinnati, which will change, with FCC approval, to WLWH.

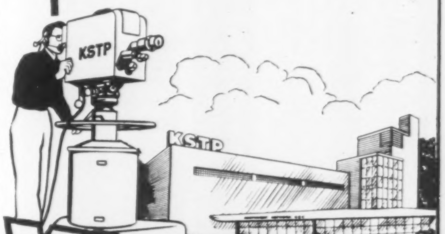
Mr. Lane was vice president, general manager and part owner of WAGE Syracuse before joining Broadcasting Inc., which took over the Channel 8 franchise in Atlanta two years ago. He and his associates in Broadcasting Inc. sold their interests to Crosley. The station is affiliated with ABC.

Mr. Robinson has been vice president in charge of programs for the Crosley Cincinnati operation since 1947, and is a 25-year radio veteran.

IN THE
Upper Midwest...

KSTP-TV
viewers get
on-the-spot
local news
40 TIMES
per week—
an indication
of KSTP's
vast television
production
facilities

—NBC—



KSTP-TV
NBC
REPRESENTED BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

N.Y.C. Would Use WNYC As Street 'Lamplighter'

CITY of New York wants to turn on its 180,000 street lights via a signal from its station, WNYC, and has asked FCC to revise power limitations to provide for momentary output increases in specific situations.

New York officials, who have found a new use for the broadcasting medium, estimate $500,000 yearly can be saved if FCC gives its approval. They claim all-electronic control of the lighting system on the city's 5,000-plus streets would be cheaper, more flexible, standard and safer in the event of an emergency.

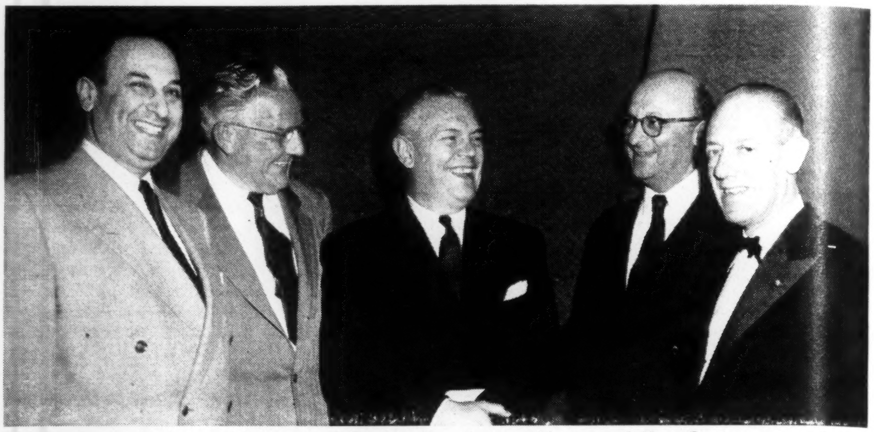
The plan would provide for periodic jumps in WNYC's power from 2 to 5 w to broadcast a "beep" signal, lasting only one-tenth of a second and indistinguishable to the listening audience, which would be relayed to a small antenna on top of each light post. From the antenna, the turn on or off signal would be transmitted to a one-tube miniature receiver the size of a small tin can inside the lamp proper.

May Opener for KWRT

KWRT, new 1 kw daytimer at Boonville, Mo., is expected to be on the air after the first of May. Station is owned by William R. Tedrick, also vice president and general manager of WOKZ Alton, Ill. Mr. Tedrick said the staff is now being selected, and a modern combination building is to be constructed at a site west of Boonville on Highway 5. Gates equipment has been selected. The station will operate on 1370 kc.

WTHI Resumes After Damages

WTHI Terre Haute, Ind., has assembled a temporary studio at its radio center and resumed broadcasting after a fire gutted its control room a fortnight ago, the station reports. Fire destroyed the heart of the broadcast center Feb. 24. WTHI resumed operation within an hour from its transmitter site north of Terre Haute, largely through the efforts of Program Director Ben Falber Jr. and Chief Engineer Don Petit. Damage was estimated by General Manager Joseph Higgins at $25,000 to $30,000.



SOME of principals at third annual Regional TV Seminar Feb. 27-28, sponsored by WAAM (TV) Baltimore and Johns Hopkins U. [B•T, March 2], included (l to r): Herman Cohen, vice president, and Ken Carter, general manager, WAAM; Harold E. Fellows, president, NARTB; Ben Cohen, president, WAAM, and Detlev W. Bronk, president, Johns Hopkins U.

WTVJ's TV Conference Set for March 27-28

FLORIDA TV applicants have been invited to the state's first television conference to be held in Miami, March 27-28. Plans and details of advancing the medium in that city will be discussed. Called by Mitchell Wolfson, president, WTVJ (TV) Miami, the session will feature speeches by Richard Doherty, director of employer-employe relations, NARTB; Clarence Lott, south Florida manager, Southern Bell Telephone & Telegraph, and H. Preston Peters, president, Free & Peters, station representatives.

Mr. Wolfson and his staff have also invited representatives of the Us. of Miami, Florida and Tampa and the Dade County School Board, television applicants. Arrangements are being handled by Burt Toppan, WTVJ's sales promotion manager.

Kingsley H. Murphy Dies

KINGSLEY H. MURPHY, 66, president, KSO Des Moines, died at his home in Minneapolis last Wednesday. He was a member of the board of the Minneapolis Star and Tribune Co., and formerly was secretary-treasurer of the Minnesota Tribune Co., which published the Minneapolis *Tribune*.

WDTV (TV) Changeover

WDTV (TV) Pittsburgh will change from vhf Ch. 3 to Ch. 2 and boost power to 100 kw in late June, Harold C. Lund, general manager, said last week. Raymond W. Rodgers, chief engineer, said WDTV was delaying the changeover until then for delivery of a new design antenna which will eliminate dead spots in the immediate coverage area.

Mr. Rodgers asserted WDTV's coverage area will be increased "slightly more than 20%." WDTV will not be off the air during the changeover period, he said. The station will have a 25 kw main transmitter and a 5 kw auxiliary transmitter. Its present six-ton, three-bay antenna will be replaced by a six-bay, eight-ton antenna.

WWRL-FM to Start June 1

LONG ISLAND Broadcasting Corp., licensee of WWRL Woodside, L. I., which has an FCC grant for a new 10 kw FM station on Ch. 286 (104.3 mc), plans to start operation about June 1, according to station manager Edith Dick. Station will use the call letter WWRL-FM. A 10 kw RCA FM transmitter is being installed at Woodside and is expected to be completed by May 1. Station will broadcast daily 3 p.m.-1 a.m. and will duplicate programs carried by WWRL, Miss Dick added.

WPIX (TV) Power Increase

INCREASE in power to 100 kw, maximum permitted by FCC regulations, was effected by WPIX (TV) New York last Thursday. Cost of power amplifiers added to WPIX's equipment was estimated at more than $100,000. This is the second power increase granted the station since it moved its transmitter to the Empire State Bldg. tower in 1951. At that time the outlet was transmitting with 3.6 kw, and in August that year, the FCC increased its power to 21 kw. WPIX on vhf Ch. 11 is owned and operated by New York *Daily News*.

W. Randall Harris Dies

W. RANDALL HARRIS, 54, treasurer and assistant general manager of the Asheville Citizen-Times Co., licensee of WWNC Asheville, N. C., died Feb. 20 after a heart attack. He was president of the North Carolina Press Assn. Survivors are his wife, Inez, a son, a brother and two sisters.

It's the agency executives' business paper—the only magazine edited exclusively for them!

Why do more agency men read Advertising Agency Magazine than any other advertising publication?

Agency time buyers—the men you want to reach—read idea-packed articles like these in every issue:

- **The Jingle's Place On Radio Today**
- **What makes TV commercials click?**
- **TV's effect on magazine-readership**
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Editorial impact for your best prospects assures sales impact among the men who can give you spot and network business!

Advertising Agency Magazine 48 West 38th St., New York 18. Member ABC, ABP

Radio-TV's Safety Program Increase Is Noted

INCREASE in the number of programs and in program time devoted to highway safety on radio and television stations was praised last week by Paul Jones, director of public information for the National Safety Council and spokesman for the jury members of the fifth annual Alfred P. Sloan Highway Safety Awards.

Mr. Jones said that increased interest in safety by radio and TV stations is shown in the nominations now being received not only for the Sloan awards but for the public interest awards for general safety conferred by the National Safety Council in all media.

The Sloan awards, which are given to radio and TV stations, networks and advertisers, for outstanding contributions to highway safety, will be presented this year at a dinner at the Hotel Plaza, New York, May 26. Portions will be filmed and presented on *American Inventory* May 31.

WMAQ Tea Merchandising

WMAQ Chicago, NBC o & o outlet, has extended its "chain lightning" merchandising plan to some 310 National Tea Co. stores and now covers 770 food stores with estimated annual gross sales of more than $875 million.

Expansion of the plan, which WMAQ launched a year ago and which was extended recently to WNBC-WNBT (TV) New York [B•T, Jan. 26], was announced Tuesday by Harry C. Kopf, NBC vice president and general manager of WMAQ. Plan is designed as a merchandising aid for special in-store promotion for food and allied products.

The 770 stores covered by the project include super-markets of National Tea Co., Great Atlantic & Pacific Tea Co. and Jewel Tea Co. in a five-state area (Illinois, Indiana, Michigan, Iowa and Wisconsin) within WMAQ's area.

Virginia Community TV Bid

ALMOST on the heels of a uhf TV grant to Charlottesville, Va., the city council appointed a committee to consider an ordinance providing for the city to advertise for bids on a franchise to operate a community TV system in the U. of Virginia area.

WCHV-TV, uhf Ch. 64, was granted to the operators of WCHV (AM) in January.

Council's action came after application was made for permission to operate a community TV system in Charlottesville by Rivanna Electronics Corp., comprising Staunton, Va., and Baltimore principals. Community TV systems already are operating in Harrisonburg, Staunton and Bluefield, Va. Charlottesville law puts a 30-year limitation on franchises.

WNAC-TV Antenna Topples

POWER increase at WNAC-TV Boston has been delayed six to eight weeks because the five-ton, 87-foot antenna crashed 12 feet into the ground as it was being installed Feb. 20. The antenna, valued at $80,000, fell from the top of the station's 350-foot tower in Medford. Programs were not affected, as a temporary antenna was being used during the construction period. WNAC-TV is boosting power from 26 kw to 200 kw.

CONTRACT for 5 kw vhf DuMont TV transmitter and associated equipment for KTYL-TV Mesa, Ariz., which also will serve Phoenix, receives signatures of "Red" Harkins (r), Harkins Broadcasting Co., and Donald A. Stewart, sales representative, DuMont's TV transmitter division. Station expects to be on the air by April 15.

New Building for WSAZ

REMODELING has begun on new headquarters of WSAZ-AM-TV Huntington, W. Va., with the occupancy set for July 1, according to L. H. Rogers, vice president and general manager. Three-story brick structure will house "the very latest" in TV and radio equipment, officials said.

SEN. TOBEY SIGNS FOR WCBS PROGRAM

SEN. CHARLES W. TOBEY (R-N. H.), Bible-quoting star of the 1951-52 Kefauver Crime Committee hearings, is going to have his own radio program beginning March 14. He will appear on Saturdays at 6:45-7 p.m. over CBS' flagship, WCBS New York, for observations and comments on the week's news. His fee will be $200 a week, it was said.

CBS said it had an exclusive on Sen. Tobey's services which precludes his appearance "on any similar radio series."

Sen. Tobey said, "I have been given *carte blanche* by WCBS to discuss anything I like. Uppermost in my mind will be the Senate crime hearings, but I will discuss anything of the day's interest."

When Sen. Tobey is unable to be in New York for his weekly radio series, his talks will be tape recorded. Edward P. Morgan, CBS newsman, will act as "anchor man" for the series, CBS said.

WMGM Signs 'Continental'

WMGM New York announced last week it has signed Renzo Cesana ("The Continental") to a contract under which the performer will receive approximately $500,000 over a four-year period. Pact calls for Mr. Cesana's services on the air, Monday through Friday, 11 a.m.-12 noon EST, effective today (Monday). Program will be offered for sponsorship, station reported, on a participating basis, either in 15-minute segments or participating one-minute spots, where available.

The TOP STATION in a TOP MARKET—

will keep favorable TRADE WINDS blowing your way!

WILK
ABC
5000 WATTS
PENNSYLVANIA'S 3RD LARGEST MARKET
• SCRANTON
★ WILKES-BARRE
• HAZLETON
• BLOOMSBURG

Leo Burnett Agency is using WILK for the second year for the Jack Hunt Program of Pillsbury Mills, Inc. Experience has proved to top advertisers that it's the best buy in the market!

AVERY-KNODEL Inc. Nat'l. Rep.

• New York • Chicago • Atlanta
• Los Angeles • San Francisco • Dallas

WILK-TV will soon be on the air with ABC and DuMont Networks.
Its quarter million watts, E.R.P. will give you maximum coverage.

ROBERT SARNOFF HEADS STRENGTHENED NBC FILM DIV. IN MAJOR RESHUFFLE

"Rapid and continuing expansion" of the 1952-formed NBC Film Div. "beyond network operations" brings its establishment as a third major network division. General Attorney Gustav B. Margraf becomes vice president in charge of talent and program administration and is succeeded by Thomas E. Ervin who becomes a vice president in changes at NBC board meeting.

"Since going on the air we have enjoyed the

BEST INCREASE IN (*) SALES

since we started handling this product"

This quote is from a letter by one of the local merchants who are using an *all-time record volume of advertising on WSYR.* These are the people who really know what keeps the cash registers ringing. You can profit by their experience.

* *Name of product and copy of letter on request.*

Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE
NBC Affiliate
570 KC

JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE

ESTABLISHMENT of the Film Div. as NBC's third principal operating division, headed by Vice President Robert W. Sarnoff, and promotion of Vice President Gustav B. Margraf from general attorney to the new post of vice president in charge of talent and program administration were announced by President Frank White last week.

Thomas E. Ervin, assistant general attorney, was named to succeed Mr. Margraf as general attorney and at Thursday's board meeting was elected to a vice presidency, according to Mr. White.

Mr. Sarnoff

In the film division organization Carl M. Stanton, former manager of network television programs, was named to the new position of division director, while in the program department realignment Fred Shawn, who has been director of production services, was named to the new post of director of program administration under Mr. Margraf, and John Rayel, formerly talent and program coordinator, was promoted to succeed Mr. Stanton as television program manager.

The decision to set up the Film Div. as a separate operating division, alongside the Networks Div. and the Stations Div., was attributed to its "rapid and continuing expansion in areas beyond network operations." The division was formed last June and has been headed by Mr. Sarnoff since its creation. Under the new management, Mr. Sarnoff will report directly to President White, rather than to John K. Herbert, vice president in charge of the radio and TV networks.

$5 Million Film Operation

It was understood that its film operations accounted for around $5 million of NBC's income last year. This figure included not only the operations of the Film Div., but also the film operations of the NBC-TV network, such as *Dragnet*, etc. Authorities estimate the company's annual yield from films may reach as high as $40 million by 1956.

President White said:

"The NBC Film Div., which was established in June 1952, has developed to the point where it is a major operation of the company, and is continuing to expand into new fields of activity. Its volume of film syndication sales has increased very substantially and its activities embrace many varied aspects of film procurement, distribution and servicing. We feel that it has a great and growing potential as a centralized source of film material and services, not only to the NBC television network and to the television stations we operate, but also to other stations and enterprises."

By making the division a separate principal operating unit, he said, "It can most effectively develop its opportunities of providing the television industry and related enterprises with a full scope of film services."

Mr. Sarnoff announced the appointment of Mr. Stanton as director of the division, and also disclosed that the film and kinescope operation unit and its manager, Frank Lepore, are transferring to the division. Technical production of kinescopes remains in the production dept.'s technical operations unit.

Transfer of the film and kinescope unit, Mr. Sarnoff said, gives the division the NBC film library with more than 15 million feet of film covering more than 2,000 subjects.

"We expect to make the film library an important source of film material for operations within and outside of NBC, and to expand the film procurement activity, in addition to developing a full range of services relating to film," he asserted.

The appointment of Mr. Margraf as vice president in charge of talent and program administration, President White explained, consolidates "the important functions of talent negotiation and the business administration of programming under an able executive who has already had broad experience in these fields."

Margraf's Responsibilities

Charles C. Barry, program vice president, to whom he will report, said Mr. Margraf will have full responsibility for conducting and supervising all talent and package program negotiations for both radio and TV networks; will also supervise the conduct of all business and administrative functions within the program department, and will be Mr. Barry's deputy when Mr. Barry is absent. He also will supervise the work of the NBC talent office, which is managed by Hal Kemp.

Program Administration Director Shawn, who also will report to Mr. Margraf, will head an organization composed of Arch Robb, manager of program services; Ludwig Simmel, manager of co-op programs; Leslie Vaughan, business manager for public affairs; Grace Sniffin, office manager for radio programming, and the business offices in the various program units. Mr. Shawn's responsibilities include control of programming and departmental expense, package program pricing, and general departmental administration.

His successor as director of production services will be announced "shortly," NBC said, by Frederic W. Wile Jr., vice president in charge of the production department.

President White noted that with Mr. Margraf in his new assignment Mr. Barry and other key program executives—Thomas McAvity, national program director, and Davidson Taylor, director of public affairs—will be able to concentrate "on the basic tasks of program planning and development." Messrs. McAvity and Taylor continue to report to Mr. Barry. Mr. White added:

"It is particularly gratifying to know that as our needs enlarge, we have within our own organization skilled and experienced executives who are able to advance to new and broader responsibilities, creating continuing opportunities for promotion within the company."

In welcoming Mr. Margraf to the program department, Mr. Barry noted that "as NBC's general attorney he has worked closely with us, and over the past years he has played an important role in negotiations which brought many of the nation's top entertainers and outstanding program properties to NBC.

Mr. Margraf

Mr. Ervin

"He also has demonstrated an unusual ability to deal in an effective and practical manner with complicated business problems relating to our program operations. We have valued his services as a lawyer and we feel fortunate in having him now as one of the key operating executives in our department."

Mr. Sarnoff started his civilian career in late 1945, after service in World War II, as assistant to Gardner Cowles Jr., president of Cowles Broadcasting Co. and publisher of the *Des Moines Register* and *Tribune*, moving to the staff of Cowles' *Look* magazine in New York after a year in the Midwest.

He joined NBC Jan. 1, 1948, as an account executive in the sales department, became assistant to the national program manager for the TV network the following November, was made television production manager in June 1948, and subsequently served as NBC-TV program sales manager. In January 1951 he was named director of NBC unit productions, with responsibilities including the *Comedy Hour, All Star Revue, Your Show of Shows,* and *Kate Smith Hour.* He also supervised the NBC-TV opera theatre and inaugurated and completed the 26 half-hour *Victory at Sea* documentary. He was elected a vice president in June 1951 and was placed in charge of the new Film Div. a year later.

Mr. Sarnoff, son of Brig. Gen. David Sarnoff, board chairman and chief executive officer of RCA, was born July 2, 1918, in New York; attended private schools there and was graduated from Phillips Academy at Andover, Mass., in 1935 and from Harvard with a BA in government and philosophy in 1939. In August 1941, after a year at Columbia Law School, he joined the Washington office of Gen. William Donovan, then Coordinator of Information. From March 1943 until late 1945 he was in the Naval Reserve, emerging as a lieutenant after serving as a communications officer in the Office of Chief of Naval Operations, then for almost two years with Adm. William F. Halsey in the South Pacific, and later as Navy liaison dealing with broadcasting networks.

Mr. Margraf joined NBC in October 1942 when he assumed charge of the Washington, D. C., office of the law firm of Cahill, Gordon, Zachry & Reindel, with which he had been associated in New York since September 1939. As legal representative of NBC in Washington, he acted on behalf of the network in many hearings before the FCC and before various committees of Congress.

In July 1948 at the age of 33, he was elected vice president and general attorney for NBC. In this capacity, Mr. Margraf was said to have played a leading role in the development of television in its formative years, assisting in policy decisions and in such areas as talent and program agreements, station agreements and basic legal and business planning.

Born in Cape Girardeau, Mo., on May 14, 1915, Mr. Margraf was graduated from Southeastern Missouri State Teachers College there in 1936 with an AB degree. He received his LL.B degree from Duke U. School of Law in 1939.

Mr. Margraf is a member of the bars of several states, federal courts and government agencies, and has been active in the American Bar Assn., the Federal Communications Bar Assn., and other bar associations.

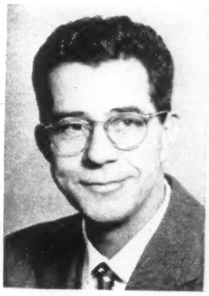
Mr. Ervin, who joined NBC's legal department in March 1948, was named assistant general attorney in July of that year. He has represented NBC in many proceedings before the FCC and the courts as well as handling many major legal matters, particularly in relations with advertisers, agencies and stations.

Before his association with NBC, Mr. Ervin, as a civilian lawyer, served as deputy to Brig. Gen. Telford Taylor, in charge of prosecuting the second series of war crimes trials at Nurenberg, Germany. Mr. Erwin had served in the Army from April 1941 until May 1946, when he was released as a lieutenant colonel.

He was associated with various law firms in New York from 1935 until the time of his Army service. Mr. Ervin received his AB degree from Ohio State U. in 1932 and his LL.B degree from Columbia U. School of Law in 1935. He was born in Middleport, O., on Nov. 28, 1911.

Mr. Stanton, who joined NBC in August 1949 as director of the television talent and new programs department, was named director of TV commercial program planning in 1951. When NBC's radio and TV networks were integrated in 1952, he was placed in charge of television network programs.

Mr. Stanton



Mr. Shawn

Mr. Shawn is a veteran of 20 years in all facets of the radio and television industry. In his most recent position as director of production services, he was responsible for the supervision of major areas of production, including staging services, special effects, production coordination and production operations.

His first job in broadcasting was as a vocal soloist and announcer at WLW Cincinnati in 1932. The following year he moved to NBC in Washington for a similar position and was soon named assistant station manager. He was appointed assistant to the vice president for network programs in April 1945, and served in a series of executive posts both in New York and Washington until late 1952 when he was named director of production services.

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West Texas
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KBST
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It's Easy---
. . . TO BUY
15,250 WATTS
SOLID WEST
TEXAS COVERAGE
1 CONTRACT BUYS ALL FOUR
at 20% DISCOUNT
from Regular Rates
★ KRBC - Abilene
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★ KGKL - San Angelo
5000 Watts Day—1000 Night
★ KBST - Big Spring
250 Watts
★ KTRN - Wichita Falls
5000 Watts Day—1000 Night
1 Contract 1 Billing
for all 4
See Discounted Rates Under
West Texas/ Packaged Stations
or contact the
John E. Pearson Co.

JESSEL GETS TALENT-PRODUCER CONTRACT

Reorganized network moves to implement programming and sales with production of new films. Also announced: William Materne's appointment as AM-TV network sales manager.

IN ITS first major talent acquisition since its merger with United Paramount Theatres, ABC last week announced the signing of George Jessel to a long-term contract covering his exclusive services as a performer and producer for the ABC radio and television networks.

The announcement was made by ABC President Robert E. Kintner on Friday, coincident with the convening of the ABC Television Stations Advisory Committee for its first post-merger meeting with top officials of the network and its new parent company, American Broadcasting-Paramount Theatres Inc. A similar meeting with The Radio Stations Advisory Committee was held the preceding Friday [B•T, March 2].

Negotiated by Weitman

The contract with Mr. Jessel, a long-time star of the entertainment world, was negotiated by Robert M. Weitman, a veteran showman and UPT vice president who, coincident with the UPT-ABC merger, also became ABC vice president in charge of programs and talent.

Terms of the contract were not disclosed, except to say that it was "long term," that Mr. Jessel will represent ABC as a "goodwill ambassador" at public and private functions as well as in performances and productions, and that he will be able to continue his motion picture work. He joins ABC June 1.

"In addition to being featured on his own programs on ABC radio and ABC television," President Kintner said, "Jessel's diversified talents will be available for other strategic program planning now going forward for the fall."

Vice President Weitman said signing of Mr. Jessel, whom he called "the premier showman of the entertainment world," puts ABC radio and TV networks "in a most enviable position. . . . His talents, vision, and leadership bring to ABC a truly incalculable wealth of programming inspiration and know-how."

In other ABC developments, William M. (Bud) Materne, former national spot sales manager for the owned radio stations, was named national sales manager for the network's owned radio and TV stations. It also was disclosed that the second of two "top-flight" TV films rerecently announced by ABC will star actor Barry Sullivan and that a pilot film already is in production. It will be titled *Crackdown*. The other series, with a pilot film also already in production, is *Pride of the Family*, starring Paul Hartman, comedian and dance satirist. Both pilot films are slated for completion in time for showing to advertisers and agencies by the end of next month.

Programming, operations, and general planning were slated for discussion at the meeting of network officials with the TV Stations Advisory Committee in New York Friday, with the expectation most of the planning would be shown to be, as in the case of radio network plans, more in the nature of long-range blueprinting, not immediate.

Another item on the agenda: Selection of a committee chairman to succeed Mort C. Watters of WCPO-TV Cincinnati, who, it was disclosed, has resigned from the committee because his station, while affiliated with ABC-TV and continuing that affiliation, also originates some shows for the DuMont TV Network.

Two new members of the committee were to be installed at the meeting: Roger W. Clipp of WFIL-TV Philadelphia, and Owen Saddler of KMTV (TV) Omaha. Other committee members: Kenneth Berkely, WMAL-TV Washington; William Lane, WLTV (TV) Atlanta; Frank Snyder, WXEL (TV) Cleveland, and Otto Brandt, KING-TV Seattle. Resignation of Mr. Lane from WLTV was announced Thursday by Crosley Broadcasting Corp. (see story page 67).

Mr. Materne's appointment as national sales manager for ABC's owned radio and TV stations was announced Wednesday by Ted Oberfelder, vice president in charge of owned radio stations, and Slocum Chapin, vice president for owned TV stations, and was effective immediately.

Mr. Materne joined ABC in September 1949 as an account executive, became general manager of ABC's WABC New York (formerly WJZ) in March 1952, and was named national spot sales manager of the owned radio stations last December.

STEEL parts collected by U. S. Steel Co. for use of Don Herbert in his demonstrations on an NBC-TV *Mr. Wizard* telecast on 46 stations are sorted by Edward C. Logelin (c), Chicago district public relations director, U. S. Steel, and his assistants, Messrs. Alfred W. Wilson (l) and Thomas E. Ward.

'Toast of Town' to Get 20th Cent.-Fox Film Clips

FORESHADOWING closer cooperation between television and motion pictures, 20th Century-Fox Corp. announced Tuesday it has signed a two-year contract with the Ed Sullivan *Toast of the Town* CBS-TV show for presentation of a series of "miniature world premieres" of the film company's pictures as a regular monthly feature program.

Transaction was said to represent the first significant move on the part of a major film studio in the direction of an active liaison with television. Though the larger film companies occasionally have used spot announcements to promote their productions, their policy in the years of TV's growth generally has been to prohibit or limit the appearance of their films and personalities on TV.

Almost as precedent-shattering was a decision by Fox to permit actors and actresses connected with the films to make non-performing appearances on *Toast of the Town* for the purpose of receiving awards and honors on special occasions.

Contract was arranged by Charles Einfeld, vice president of 20th Century-Fox, and Mr. Sullivan. It calls for presentation of highlight scenes, running in length to six minutes, from at least 24 Fox releases in next two years.

Advertisers Boost Lineups

SPONSORS of five DuMont TV Network programs have increased their respective station lineups ranging from three markets to 12. Admiral Corp., through Erwin, Wasey & Co., has added 12 stations for Bishop Fulton J. Sheen's *Life Is Worth Living* program (Tues., 8-8:30 p.m. EST), bringing the total to 65. Serutan Co., through Edward Kletter Assoc., has boosted its network for *Life Begins at Eighty* (Fri., 8-8:30 p.m.) to 50 stations by adding nine. American Chicle Co., through Dancer-Fitzgerald-Sample, has added 11 stations, reaching a total of 45 for its co-sponsorship of *Rocky King, Detective* (Sun., 9-9:30 p.m.). Wine Corp. of America, through Weiss & Geller, has placed *Where Was I?* (Tues., 9-9:30 p.m.) on six additional outlets, bringing the total to 33, and Tide Water Assoc. Oil Co., through Lennen & Newell, has added three stations for *Broadway to Hollywood* (Thurs., 8:30-9 p.m.), which puts the total at 10.

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MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

NBC-TV Plans to Present 'Dignified' N. Y. Easter

CRITICISMS which descended upon television's coverage of the 1952 Easter parade are not being forgotten this year. Last week NBC, announcing its 1953 Easter TV plans, described the programming as "a dignified full-hour program of spring fashions and family celebration," and stressed that sponsorship will be "under dignified auspices."

Titled *Easter in New York,* the program will be carried at 12:30-1:30 p.m. EST, and will originate from the Palazzo d'Italia roof garden above Fifth Ave. opposite St. Patrick's Cathedral. Jack Mills will be the director.

CBS-TV's *Easter—Then and Now,* (1-2 p.m. EST) will show changes in the observances of Easter in New York during the past three centuries. The program will utilize services of station personalities, some stationed at the Plaza Hotel and others opposite St. Patrick's Cathedral. John Peyser will produce the show and Byron Paul and Lloyd Gross will direct.

WPIX (TV) New York's telecast of the Easter parade will be sponsored for the second straight year by Peerless Camera Stores, New York. Commercials will sell the sponsor's cameras, audio and scientific equipment.

Doug Edwards to Speak

DOUGLAS EDWARDS, newscaster on his own CBS-TV news show, will make the opening address before the 29th annual convention of the Columbia U. Scholastic Press Assn. in New York Thursday. This is said to be the first time the university forum has been opened with a talk by a newsman representing the broadcast industry.

Everett Holles Named MBS Washington Chief

EVERETT HOLLES, Mutual Washington commentator and veteran newsman, last week was appointed director of Mutual Washington operations [CLOSED CIRCUIT, March 2].

Mr. Holles

Effective today (Monday), he succeeds Hollis Seavey, who resigned to become director of the Clear Channel Broadcasting Service [B•T, Feb. 23]. He also will continue to serve as moderator of the MBS *Reporters' Roundup* co-op program (Mon., 9-9:30 p.m. EST).

Mr. Holles has been engaged in news reporting for some 30 years in this country and abroad. He was the "pool" reporter for the networks' coverage of President Eisenhower's pre-inauguration visit to Korea.

He has covered three wars, a number of international conferences, coronations, United Nations and League of Nations meetings, and Hitler's march into the Rhineland, and wrote the book *Unconditional Surrender.* He joined Mutual's Washington news staff as a commentator in August 1950.

TUFT TO HEAD RCA PERSONNEL, LABOR

EDWARD M. TUFT, vice president in charge of organization and development of the RCA Victor Div., has been elected vice president in charge of personnel, including labor relations, President Frank M. Folsom announced Thursday.

His announcement followed a meeting of the RCA board, eight of whose members, headed by Brig. Gen. David Sarnoff, chairman of the board, were slated to leave Friday for the West Coast to inspect RCA and NBC facilities.

Gen. Sarnoff announced, following the Thursday session, that a dividend of 87½ cents per share had been declared on outstanding shares of $3.50 cumulative first preferred stock, for the period Jan. 1 to March 31, payable April 1 to holders of record March 16.

Eight members of the RCA board and four other officers making Coast trip included:

Gen. Sarnoff and President Folsom; Walter A. Buck, John T. Cahill, Gano Dunn, Harry C. Ingles, C. B. Jolliffe, and Edward F. McGrady, all board members, and Orrin E. Dunlap Jr., vice president in charge of advertising and publicity; Ernest B. Gorin, vice president and treasurer; Emanuel Sacks, vice president, and John Q. Cannon, secretary.

Emerson Statement

EMERSON Radio & Phonograph Corp. and subsidiaries, N. Y., reported Feb. 27 a consolidated net profit, before provision for federal taxes, of $1,915,366 for the 13-week period which ended Jan. 31, 1953.

January Set Production Up 60% Over '52 Period

PRODUCTION of radio sets in January exceeded that of one year ago by 60%, according to the monthly production report by Radio-Television Mfrs. Assn. The January output totaled 1,093,142 radio sets compared to 632,455 a year ago and 1,202,503 in January 1951.

TV output set a new January record, 719,234 receivers being produced by the industry compared to 404, 932 the same month in 1952 and 650,700 in January 1951. Output of TV sets in December 1952 was 921,086 units while radio output totaled 1,325,158 receivers. December was a six-week factory work month compared to four weeks in January.

Of the January 1953 radio production, 361,921 were home sets, 189,592 clock radios, 93,962 portables and 447,667 auto radios. Of the radio output, 39,477 sets had FM tuning facilities, with another 7,397 TV sets having FM tuners.

Retail sales of both radio and TV sets declined seasonally in January from December's high level, according to RTMA's dealer survey. An estimated 640,073 TV sets and 414,726 radios (excluding auto sets) were sold at retail in January. December sales were estimated at 1,049,770 TV and 1,514,688 radio sets.

Manufacturers sold 37,343,081 receiving tubes in January compared to 43,220,393 in December. Cathode ray TV tube sales totaled 825,209 units in January compared to 1,011,151 in December.

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LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

Adam J. Young Jr., Inc.
National Representative

J. E. Campeau, President

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Measure your advertising "dollar distance" in terms of sales response! Choose CKLW, the lower cost major station to get your advertising message across in the Detroit area! . . . and watch your sales chart grow up up up!

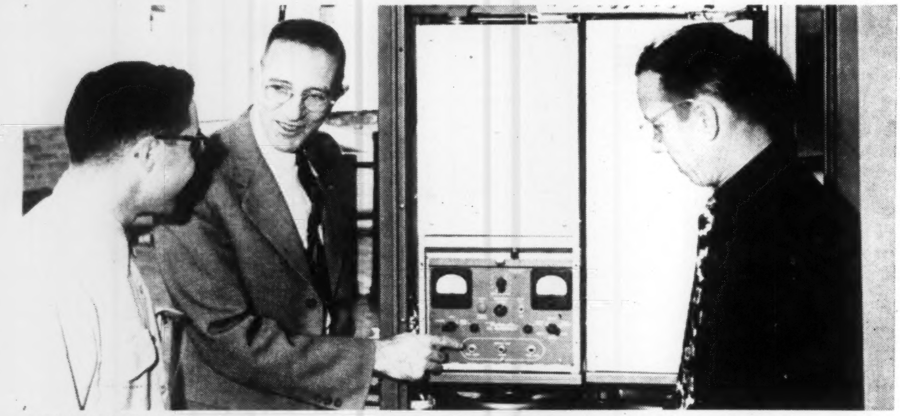
•

CKLW covers a 17,000,000 population area in five important states!

•

50,000 WATTS
800 KC.

XUM



EXPLAINING Motorola microwave TV relay equipment installed by Mountain States Telephone & Telegraph Co. for KBTV (TV) Denver are (l to r) Jerry Posakony, Motorola engineer, and Hubert Sharp and Donald Miller, radio engineers for the telephone company.

New Microwave TV Relay Announced by Motorola

NEW microwave TV relay designed to transmit television signals to remote points up to 200 miles has been announced as available by Motorola Inc. of Chicago. The system can be used either for stub relay of network broadcasts to remote localities or as "STL" interconnects between centrally located studios and remotely located TV transmitters, a Motorola spokesman said.

The system makes possible the transmission on a single microwave radio frequency channel of the video and audio signals, plus a two-way voice order wire or cue channel, Motorola reports. All the equipment except an amplifying apparatus at the receiving terminal is installed in weatherproof housing.

First of the Motorola relay installations has been completed by Mountain States Telephone & Telegraph Co. for KBTV (TV) Denver between the telephone company's radio relay terminal in Denver and KBTV's TV transmitter on Lookout Mt. 14 miles away.

ATI DEMONSTRATES NEW 3-D DEVICE

AMERICAN Television Inc. last week threw open its doors for public inspection of its new three-dimensional TV device and confirmed it would seek permission to demonstrate it before the FCC [CLOSED CIRCUIT, March 2].

Both public and press were invited to witness a demonstration at the headquarters of American Television School, ATI subsidiary, at 5050 N. Broadway, Chicago.

Ulysses A. Sanabria, ATI president, told B•T his company is preparing a petition, to be filed with the Commission "sometime during March." Mr. Sanabria will ask the Commission to withhold approval on final color TV standards until such time as 3-D TV can be incorporated with colorsets.

RCA's Goldsmith Issued Patent For Tri-Color Television Tube

A PATENT on the invention which led to RCA's first demonstrated direct-view, tricolor television picture tube has been issued to Dr. Alfred N. Goldsmith, consulting engineer and a pioneer in radio, who has assigned the patent to RCA.

The invention was made more than 10 years ago. In it, the face of the kinescope is coated with hundreds of thousands of red, green, and blue phosphors which, when excited by precisely controlled and rapidly scanning electron beams, produce color pictures.

Tubes of this sort were first shown publicly by RCA on March 29, 1950, in Washington, D. C., in demonstrations of its compatible color TV system. A patent on improvements permitting a compact arrangement within a single-neck tube of the electron guns that provide the scanning beams was issued last May to Alfred C. Schroeder, RCA Labs Div. research engineer.

WWJ

NBC
AFFILIATE
IN DETROIT

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THE DETROIT NEWS

NATIONAL REPRESENTATIVE
THE
GEORGE P. HOLLINGBERY CO.

AFTRA Concludes Wage Pacts With Six Indies in Chicago

AMERICAN Federation of Television & Radio Artists last week completed wage agreements with six Chicago independent stations and was negotiating with a seventh—the AFL's WCFL.

The AFTRA agreement covers announcers, actors and singers at WIND WJJD WAIT WAAF WHFC WSBC and WGES. It provides for severance pay clauses (one week's severance for each year of service) and increased minimum pay boosts for freelance talent ranging from $12.50 to $14.50. The pay increases amounted to approximately 10%, according to Raymond Jones, executive secretary of AFTRA.

Creation of a Film Producers Assn. of Chicago, with George Becker, Vogue-Wright Studios as president, also developed in Chicago last week.

The new association, which has applied for a charter, is not concerned with wage or contractual relationships but seeks to promote industry, government and other public relations. It comprises a group of companies which produce motion pictures (some for TV, like Kling Studios Inc.) for commercial, industrial and training uses.

SAG-Film Agreement

SCREEN ACTORS GUILD three-month old strike against producers of TV filmed commercials ended officially last Monday after units throughout the country had ratified a contract approved by the union's board of directors and the Film Producers Assn. of New York [B•T, Feb. 23].

FPA announced Thursday it is sponsoring a forum discussion in New York on Monday to explain the workings of the new contract.

Rosenbaum Issues Report On Musicians' Trust Fund

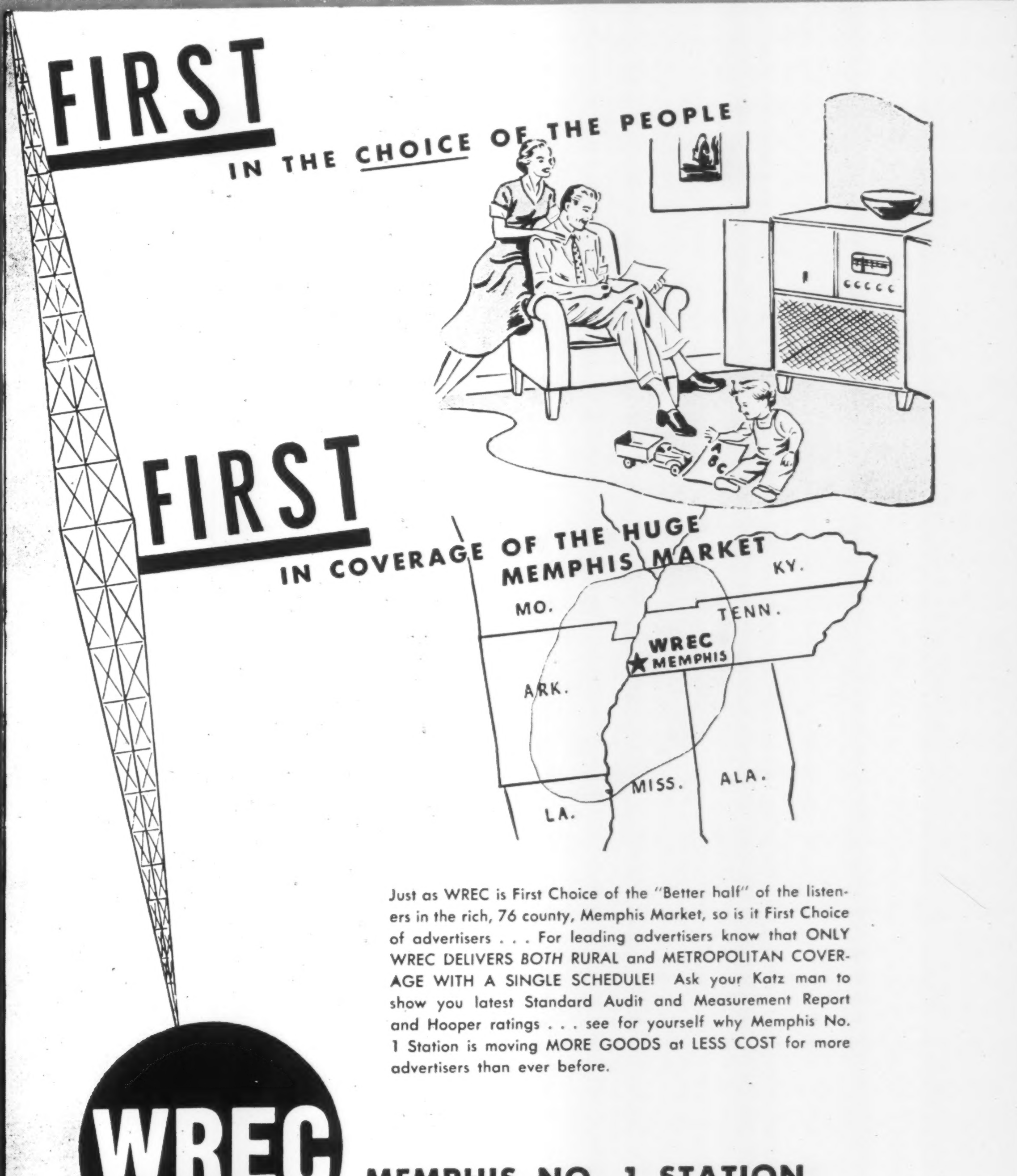
THE MUSIC Performance Trust Fund, which annually disburses money to pay musicians for free public performances of music in 654 areas throughout the U. S. and Canada, during 1952 spent $1,827,984 to this end, according to trustee Samuel R. Rosenbaum's eighth semiannual report and statement.

The fund is supported by contributions from phonograph recording and transcription firms and from makers of TV films containing music, through an agreement with the American Federation of Musicians, Mr. Rosenbaum said.

Administration and other costs were $139,670, while $1,689,919 was paid to musicians for the free public performances, Mr. Rosenbaum said. Contributions from record manufacturers for the same period totaled $1,762,140, while electrical transcription firms contributed $49,161, according to the report. With $20,717 contributed by makers of TV films, total receipts by the fund during 1952 were $1,844,276, the report indicated. There was a balance of $1,100,266 at the end of 1951, and $1,116,558 at the end of 1952.

Separate funds are kept on receipts and disbursements of revenue received from phonograph record and transcription manufacturers, and on revenue from makers of TV films which include music, Mr. Rosenbaum explained. Allotments for the first six months of 1953 for the records-transcriptions fund have been set at approximately $800,000 for payment to musicians, the report stated.

Allotment for the TV film fund (Music Performance Trust Fund No. 2) for this half-year is $150,000 for payment to musicians.



FIRST
IN THE CHOICE OF THE PEOPLE

FIRST
IN COVERAGE OF THE HUGE MEMPHIS MARKET

Just as WREC is First Choice of the "Better half" of the listeners in the rich, 76 county, Memphis Market, so is it First Choice of advertisers . . . For leading advertisers know that ONLY WREC DELIVERS *BOTH* RURAL and METROPOLITAN COVERAGE WITH A SINGLE SCHEDULE! Ask your Katz man to show you latest Standard Audit and Measurement Report and Hooper ratings . . . see for yourself why Memphis No. 1 Station is moving MORE GOODS at LESS COST for more advertisers than ever before.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY
AFFILIATED WITH CBS RADIO, 600 KC - 5000 WATTS

CHANNEL 5 # KTLA **LOS ANGELES**

CREATES ITS OWN TOP-RATED TV PROGRAMS — SHOWS THAT WIN AND HOLD LARGE AND LOYAL AUDIENCES. NEWEST OF KTLA-DEVELOPED HITS IS "THE GYPSY" — STARRING ROBERTA LINN

Every Tuesday evening at 7:30, Roberta Linn, popular singing star of "THE GYPSY", combines talent and charm as the vivacious hostess of a continental Gypsy cafe. The music of Mischa Novy and his Velvet Strings, the comic antics of the four "Mellowmen" as singing waiters, picturesque gypsy costumes and gay original sets . . . all provide an atmospheric half-hour rendezvous giving KTLA viewers another "Best" in television entertainment.

"THE GYPSY"
Tuesday
7:30 to 8:00 P.M.
ARB—January 1953

TV sets in use	**66.1**
KTLA Rating	**21.6**
STATION "A"	14.2
STATION "B"	13.2
STATION "C"	11.3
STATION "D"	2.6
STATION "E"	2.6
STATION "F"	0.6

For an audition print, wire, write or telephone . . .

KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOllywood 9-6363
Eastern Offices · 1501 Broadway, New York 36 · BRyant 9-8700

PAUL H. RAYMER COMPANY · NATIONAL REPRESENTATIVE
New York · Detroit · Chicago · Boston · Memphis · Hollywood · San Francisco

KTLA
Paramount Television Productions Inc

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

features

- Case study of uhf in a vhf market. Page 78.
- The high cost of hoping for television. Page 82.
- Never keep a salesman waiting. Page 84.

OF, FOR AND BY THE PEOPLE

A RADIO station in Tucson, Ariz., has been broadcasting a program which on the surface would seem to violate every code of practices in the book. Five days a week KVOA airs a solid quarter-hour of commercial announcements, without interruption by music or entertainment of any kind.

Naturally, there's a catch in it. That catch is that the commercials are free. They are written by the listeners themselves and are broadcast without retouching as a unique public service. If you have a postcard, you can advertise on the KVOA *People's Exchange*, without charge. Taking advantage of the opportunity, the people of Tucson have written a series of programs as varied as humanity and as filled with genuine human interest as somebody else's mail.

An old prospector with a good patented claim advertised it on the *Exchange* and with the proceeds got a grubstake.

Listeners have offered for sale such varied articles as a live Gila monster ("would make an unusual pet"), an Eskimo kayak and a burro cart. The *Exchange* has sold 500 head of cattle and a swarm of bees. One elderly listener advertised a complete library of books, all of them published before 1865. When last heard from, he had sold all but two of the volumes.

Anybody Got a Stagecoach?

A Tucson grandmother wrote in to appeal for someone to sell her a stagecoach. Her grandson, in the East, was having a birthday. He desperately needed a coach so he could hold it up and rob it in the western manner.

Very little work is entailed in broadcasting the unique program, since it is more-or-less legibly scripted by the listeners. The announcers at KVOA have become unusually adept at reading handwritten copy, some of it peppered with cryptic abbreviations.

Announcers have also grown used to the casual way in which some writers mix their advertisements. A listener will write in to sell the more intimate parts of a high-speed car, mention in the same breath that he is willing to part with a Santa Claus cake mold 14 inches high, and will conclude by offering for sale a five room house and seven acres of land. All this on a postcard.

Listeners generally waste little effort on sales appeal. Frequently a card will begin with the candid request: "Please help me get rid of some things."

People lose things in Tucson about the same as elsewhere, but in the southern Arizona city more people hear about it.

One Tucsonian wrote: "I lost my Deputy Sheriff badge."

Another correspondent confessed that one of his weekends had become mislaid if not totally lost. In the course of the festivities he had left a shotgun with some chance acquaintances in a boarding house, at a location now forgotten. Please, could someone refresh his memory, so he could get the gun back?

Badge and gun were back in their owners' hands the next day.

KVOA Manager R. B. "Bud" Williams points out that any other station in the country is free to develop its own *People's Exchange* as a public service. "We believe it is one of America's unique programs," says Mr. Williams, "but there's no reason for it to stay that way."

The way in which listeners use their radio program reflects the texture of the community. Tucson is a university town and each spring sees a brisk traffic in play-pens and bathinettes for sale or exchange at the village of quonset huts where married students live with their families.

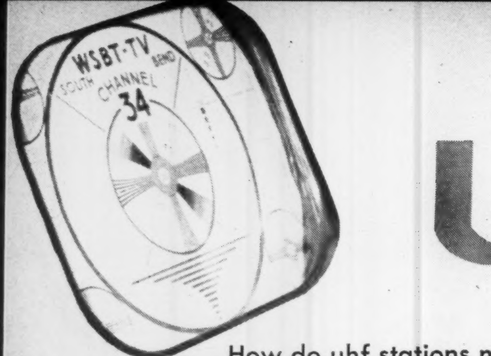
Ten Inches of Plaid

One girl wrote from her quonset to relate that she had bought some plaid material for a dress. Her college math had failed to meet the test, however, and although she had carefully computed the amount of material needed, she had run short by 10 inches. Still worse, the local store where she bought it was now sold out.

So—would KVOA ask Tucson residents for more of that material? Possibly someone had bought 10 inches too *much*. Sure enough, someone had. And although the young lady has given up the study of mathematics, she now wears the plaid dress to several classes in another useful art, Advertising.

Students have found the exchange useful to line up transportation home for the holidays and to get jobs as baby-sitters. So far it hasn't been employed as a date bureau, but the day may not be far off.

Listeners appreciate the free service and usually mention the fact in their correspondence, but their words of praise are usually brief and to the point, as in the case of the unemployed listener who wrote: "You are doing a fine job—please see if you can get *me* one."



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How do uhf stations make out in vhf-penentrated areas? To get the answers, B•T sent a writer to South Bend, Ind., where there were 35,000 sets oriented on Chicago and Kalamazoo vhf stations before WSBT-TV began operating on Ch. 34.

By John Osbon

IT TAKES two hours and 15 minutes to go from Chicago to South Bend, Ind., on the South Shore line. There are no mileage signs along the way, but you can pretty well gauge how far you are from Chicago by the height of the television antennas and the complexity of their arrays.

By the time you get to South Bend, some of the receiving equipment looks about as intricate as the radar guarding New York harbor. There's no doubt that a lot of people have spent a lot of money to watch Chicago TV. According to an actual antenna count by the Indiana-Michigan Electric Co., there were 35,000 vhf receivers in the South Bend area last fall, oriented to pull in stations in Chicago (69 air miles away) and Kalamazoo (60 air miles).

With so many receivers there, it could be said that South Bend last fall was an established vhf television area, even though reception quality was doubtful. Today it is a combination vhf and uhf area. WSBT-TV South Bend went into operation last Dec. 21 on Ch. 34.

Good Case Study

As one of the first uhf stations to go on the air in a market where there was already significant vhf penetration, WSBT-TV provides as good a case study as exists of the problems that future uhf operators will encounter.

There have been reports that WSBT-TV was finding rough going, that uhf sets and converters were not moving well, that local and national spot advertisers had not been exactly swarming to do business with the station. These reports are less the truth than half-truths which do no credit to the careful, conservative, calculated approach taken by the South Bend Tribune Co., owner of the station.

What the station has set out to do is build up enough circulation to assure a sound buy for both local and national advertisers. It seems to be succeeding. As of Feb. 28, the station claimed a total circulation of 26,499 sets capable of receiving Ch. 34, 21,048 of them converted vhf receivers and 5,451 uhf-vhf combinations. The station's target is 60,000 sets equipped or converted to get uhf by fall.

It is counting on its network programming as well as local originations to build audience. Network programming is, of course, no novelty to a community which owned 35,000 sets before its own station went on the air. But the quality of WSBT-TV reception is more reliable than that of the signals from Chicago and Kalamazoo, and WSBT-TV is banking on that fact as an inducement to uhf receiver and converter sales.

The station now carries a weekly network commercial schedule of 15 NBC-TV shows, 12 from CBS-TV and one from DuMont. As a full-fledged affiliate, WSBT-TV receives regular compensation for carrying these sponsored shows. It also carries some sustaining network programs. It uses locally-produced news, weather and sports news plus cartoons and western films to piece out its schedule of 12 noon to 10 p.m., Sundays; 5-10:15 p.m. Monday-Friday, and 4-10 p.m. Saturday. Last Saturday WSBT-TV had a special event, the finals of the Indiana state basketball tourney, which obliged it to open for business at 12:45 p.m.

Local Business

Though it has refrained from high-pressuring local accounts into buying television time, and indeed has suggested to some that they await an expansion of programming into the afternoon hours, it now has 15 local advertisers: Associated Druggists, Ben Hur food plan, Bimsco Builders Supplies, Colpeart Realty Co., Greenblatt fur store, House of Lamps, National Bank & Trust Co., Place & Co. (builders), Ridge Co. (electric appliances), Tower Federal Savings & Loan, Oerlin Realty Co., Rodin's (radio and television store), Southside Electric Co. (radio-TV store), S & S Clothiers and Coal Heating Service.

Its national spot accounts are Bulova, Kreamo bread, Alliance Mfg. Co. (antenna rotors), Viceroy cigarettes, Sun Oil Co., Alka-Seltzer, Kool cigarettes and Crosley television sets.

At present rates ($200 for a Class A hour, $40 for a Class A minute announcement) the current volume of network, spot and local business is not enough to put WSBT-TV into the black. But that doesn't worry management. Backed by the substantial resources of the South Bend Tribune Co. which publishes a successful newspaper and runs a successful radio station (WSBT), the television station is looking for a sound, long-range investment rather than a quick buck.

In its application to the FCC, the company estimated it would cost $666,000 for buildings and equipment to put the station on the air and that first year operating costs would be $473,120 and first year revenue, $437,600.

Two months of operation have convinced the management that the revenue figures will come out about as estimated but that instead of being still in the red, as originally anticipated, the station may break even by the end of the first year and perhaps before.

Conservative Spending

The reason for the optimistic revision of estimates is that WSBT-TV spent only $450,106.23 to put the station on the air, some $216,000 less than originally allocated. The lower expenditure was achieved by establishing the station in the same building with the AM station and the newspaper rather than in a new structure.

With less capital investment to amortize, WSBT-TV counts on coming out in the black sooner.

Says Neal Welch, general manager of WSBT-TV:

"We're very proud of the progress that has been made in the two months we have been on the air. One of the biggest factors in that progress, we believe, is the reputation and standing that WSBT, our AM station, has held in the industry . . . WSBT's standing has carried over into television and we feel that national advertisers and sponsors of network programs believe that we will duplicate the AM operation."

Robert H. Swintz, who recently resigned as general manager because of health and who now is business manager, puts it this way:

"Things get better every month. It just takes time, that's all."

The planning for WSBT-TV began more than five years ago.

In 1947 WBKB (TV), then Chicago's only TV station (recently acquired by CBS as part of the ABC-United Paramount merger and renamed WBBM-TV), decided to erect relays from Irish Stadium in South Bend to pick up the Notre Dame football games.

This caught the fancy of the Tribune Co.

f uhf uhf uhf

executives, who reasoned that it might be possible later to receive Chicago television by reversing the South Bend-Chicago relay. They signed a contract with WBKB, applied to the FCC for vhf Ch. 1, and placed an equipment order with RCA. When that channel was eliminated for TV use, the Tribune refiled for Ch. 13. A hearing was held in early 1948, but the application had still not been acted on when the FCC pulled the great ice age over television in September, 1948.

When the freeze was finally lifted, the Tribune Co. applied for Ch. 34. It won its CP last August.

WSBT-TV got one of the first four uhf transmitters to come out of RCA. Last December, the station's engineering crew worked around the clock, climbing the ice-coated tower to make adjustments. A crew under Art O'Neil, chief engineer, and Scotty Hagenau, assistant chief engineer, got the first test pattern on the air at 11:50 p.m. last Dec. 21.

At 12:45 a.m. Dec. 22, WSBT-TV carried a 15-minute live news and weather report. An inaugural program launched regular transmission the evening of Dec. 22. Then WSBT-TV and the *South Bend Tribune* went to work in promotional earnest.

Promotional Punch

The newspaper came out with a special TV supplement, tied in with a massive TV display at Notre Dame's Navy Drill Hall. Every manufacturer who bought a page advertisement in the supplement was given a booth at the display. Distributors, dealers and service firms also advertised and showed their wares.

The exhibit played to a full house, with 30,000 people attending. Unquestionably, it did much to get the public's mind on uhf, but more was needed to be done to educate the public on the nature of the new service.

Though people began to buy converters for their vhf sets, some of them began protesting that they weren't getting Chicago "any clearer" despite the expense. Some even said the addition of uhf was "ruining Chicago reception."

Servicemen and dealers were obliged to explain that the addition of converters did nothing whatever to influence the reception of distant stations and that the reason why people were objecting to the Chicago quality was that they were seeing good reception for the first time from WSBT-TV.

The public and customer relations job that had to be done in South Bend will probably be repeated elsewhere. Other uhf stations would do well to imitate WSBT-TV in maintaining cordial associations with dealers and servicemen.

Dealer Cooperation

WSBT-TV has been able to enlist the cooperation of dealers in providing regular figures on their sales of uhf equipped sets and uhf converters. It has also been successful in getting most dealers to push uhf. Some dealers, however, have been inclined to undersell local uhf, at least to the extent of trying to get customers to buy uhf-vhf combinations plus the expensive antenna arrays necessary to pull in the far-away vhf stations.

Is there enough uhf receiving equipment being shipped into South Bend to meet the demands?

Local dealers agree there is. Indeed, most of them say they can get more than they can sell. Their business in the past two months has been steady but not phenomenal.

One of South Bend's largest radio-TV chains is Chikar's, with stores in four adjoining towns. Here's what Louis Chikar, head of the chain, told B•T:

"Generally speaking, we get sets faster than we can sell them. Business is good but not terrific." He said his inventory was 800-900 receivers and about 500 tuning strips. As deterrents to sales, he said, were the season (income tax time), the fact that TV is no longer a novelty and that "you can get some reception almost every night from Chicago."

Mr. Chikar kicked at a box of tuning strips. "There's $2,200 worth of merchandise," he said, "and it's not moving." He complained that the dealer discount from manufacturers (about $3 on a $14 strip) was not enough to interest dealers in pushing converters.

A more optimistic view came from J. A. Lininger, sales manager of the South Bend Electric Co. He said TV, since the beginning, had been "the fastest selling business I've ever been in. It's like shooting craps with $500 bills." He said he was referring mostly to vhf sets, not to uhf converters. But he thought now that factory-equipped uhf sets were beginning to come into the market in substantial quantities the same would apply to them.

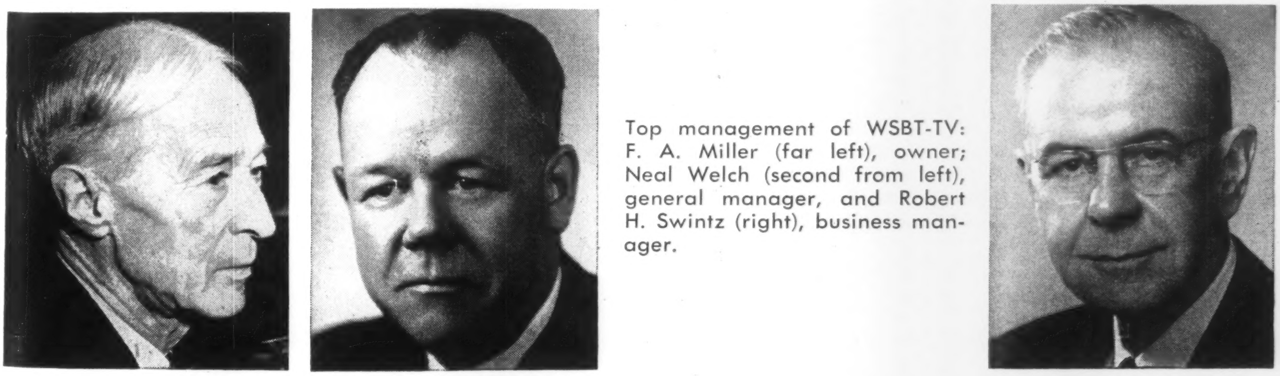
Another dealer told B•T that he thought vhf owners in South Bend would be more eager to convert to receive Ch. 34 if the Wednesday night fights and other sports events were available locally instead of exclusively from Chicago.

Beer Is Banned

The reference here was to the fact that the South Bend Tribune Co. and its radio-TV properties, under the leadership of F. A. Miller, 85-year-old editor and publisher of the paper and owner of the stations, has maintained a strict policy against beer-wine-ale advertising. Pabst-sponsored boxing is denied WSBT-TV.

The station does carry the Friday night fights under Gillette sponsorship, however, and has ambitious plans for local and regional sports coverage.

What WSBT-TV is counting on, and with good reason, is that as more and more people in South Bend see uhf's clearer reception and as WSBT-TV expands its schedule and



Top management of WSBT-TV: F. A. Miller (far left), owner; Neal Welch (second from left), general manager, and Robert H. Swintz (right), business manager.

XUM

programming, there will be a steady enlargement of uhf set distribution.

The fringe reception from Kalamazoo is spotty, according to residents of South Bend. As Mr. Welch explained this distant reception, "it's inconsistent in that it's consistently good for days and then consistently poor."

On the night this reporter monitored TV in South Bend, Chicago reception was plagued with wobbles, "snow" and other defects. By contrast, WSBT-TV's signal was excellent. In fairness to the vhf transmissions from Chicago, however, it should be said they are received with different fidelity in different parts of South Bend.

WSBT-TV's own signal has been a source of surprised gratification to its executives and engineers. Using interim power of 17.5 kw and a 479-foot tower, the station sprays its signal as far out as 55 miles.

Early last January the RCA Service Company sent a testing crew into the area, using a calibrated model 630TS vhf receiver, converted to receive Ch. 34 on Ch. 5. It measured signal strength under every possible condition at a number of outlying towns and for the most part reported good to excellent reception.

Mr. Welch says that reliable WSBT-TV signals are received in a somewhat irregular pattern extending out from the transmitter 52 miles east, 47 miles south and 45 miles northeast. The north and west ranges are somewhat shorter.

Power Boost Planned

Late this year the coverage will be extended when the station expects to go to 175 kw power.

The station feels that just about all the bugs have been worked out of its present equipment, but technical problems have at times been cropped up. Since the delivery of the transmitting gear last December, RCA has made 71 modifications in equipment.

WSBT-TV is RCA-equipped, with two studio cameras and two remote cameras. It has one 16mm film camera and two 16mm film projectors, a slide projector for 2 x 2-in. slides, a Gray Telop opaque projector for 3¼ x 4¼-in. cards.

The station uses a telephone company microwave link to get its signals from its studios to its transmitter. From the studios, signals are fed to a microwave transmitter atop the Indiana Bell Telephone Co.'s local office and sent on to a reflector on the antenna of the WSBT-TV transmitter, south of the city. The signal is then bounced to ground level and carried by cable into the transmitter building and up to the antenna on top of the 479-foot tower. Live network feeds are taken off the Chicago-Toledo coaxial cable at an AT&T repeater station and carried by underground cable to the WSBT-TV studios where they are integrated and then put into the transmission system.

It is characteristic of the Tribune Co. operations that WSBT-TV has not splurged on lavish buildings or unnecessary fittings, but has bought the basic equipment it needs for the unspectacular but steady expansion program it intends to carry out.

Management feels that the potential is good. There are 115,000 people in the city of South Bend, 205,000 in the metropolitan area. It is not a big market, but a solid one. WSBT-TV is being built to last.

GETTING A HEAD START ON UHF CONVERSION

THOUGH construction has just begun and its operating starting date is still undetermined, WCAN-TV Milwaukee (Ch. 25) has already launched a program to educate distributors, dealers and servicemen in the intricacies of uhf reception.

WCAN-TV will have a tougher job on its hands than WSBT-TV South Bend has had. Milwaukee has one of the most firmly established vhf stations in the country, WTMJ-TV, and there are 407,830 vhf sets in the area.

Some 400 Milwaukee distributors, dealers and servicemen were guests of WCAN-TV at a luncheon Feb. 19 and were given a complete outline of uhf problems by Benjamin Adler, head of Adler Communications Laboratories, New Rochelle, N. Y. Mr. Adler is particularly qualified on this subject. His company helped KPTV (TV) Portland, Ore., the nation's first uhf station, get on the air.

The Adler firm has a unique contract with WCAN-TV. It will provide a complete package deal of designing and constructing the station, delivering a finished plant to management and supervising every process up to and including the first "on the air" transmission.

Mr. Adler told the Milwaukee TV set dealers and servicemen that there was no vhf set, "no matter how old," which cannot be converted to uhf. But he urged them not to fool the public with talk of cheap conversions. He pointed out that special outside antennas would be needed, and he estimated that the average cost of a conversion job would be $75.

The WCAN-TV educational approach is to convince the TV set trade that there will be an active market for uhf, but at the same time to acquaint them fully with the problems of conversion. As Mr. Adler put it: The incentive to convert to uhf "will be a desire to have the privilege of turning off one program and tuning in another."

"I doubt if there are enough servicemen here today to take care of all the conversions that the customers will want," he said.

He pointed out that uhf in Milwaukee would have advantages over vhf. Once adjusted, uhf receivers would be less sensitive to interference than vhf receivers and uhf pictures would have fewer ghosts.

But he emphasized the importance of proper adjustment. "Charge enough money on the first service call to cover a return trip to adjust the set," he told the dealers. Based on his experience in Portland, he said that it was likely that a second trip would be necessary to adjust antenna positions.

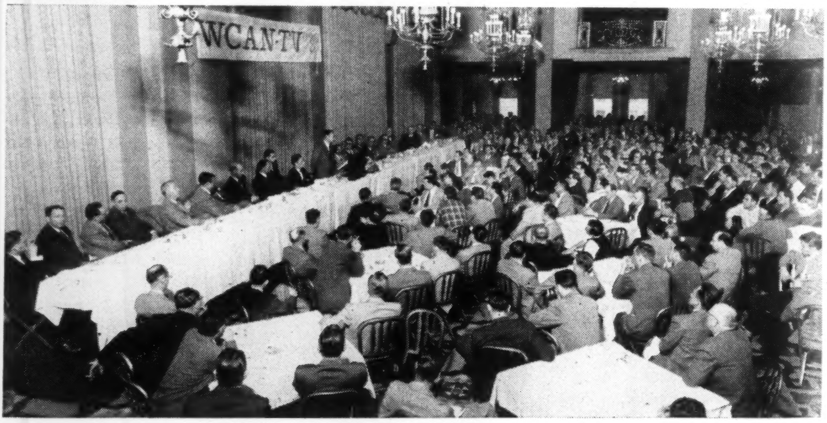
Contract Provisions

The Adler contract with WCAN-TV includes the following: building design, engineering of overall station system, antenna and tower facilities, transmitter and associated controls, film and live studio camera equipment, studio lighting equipment, master and studio switching and control system, monitoring system, wiring of all equipment racks, supervision of installation at station, engineering and operating test and first "on air" transmission.

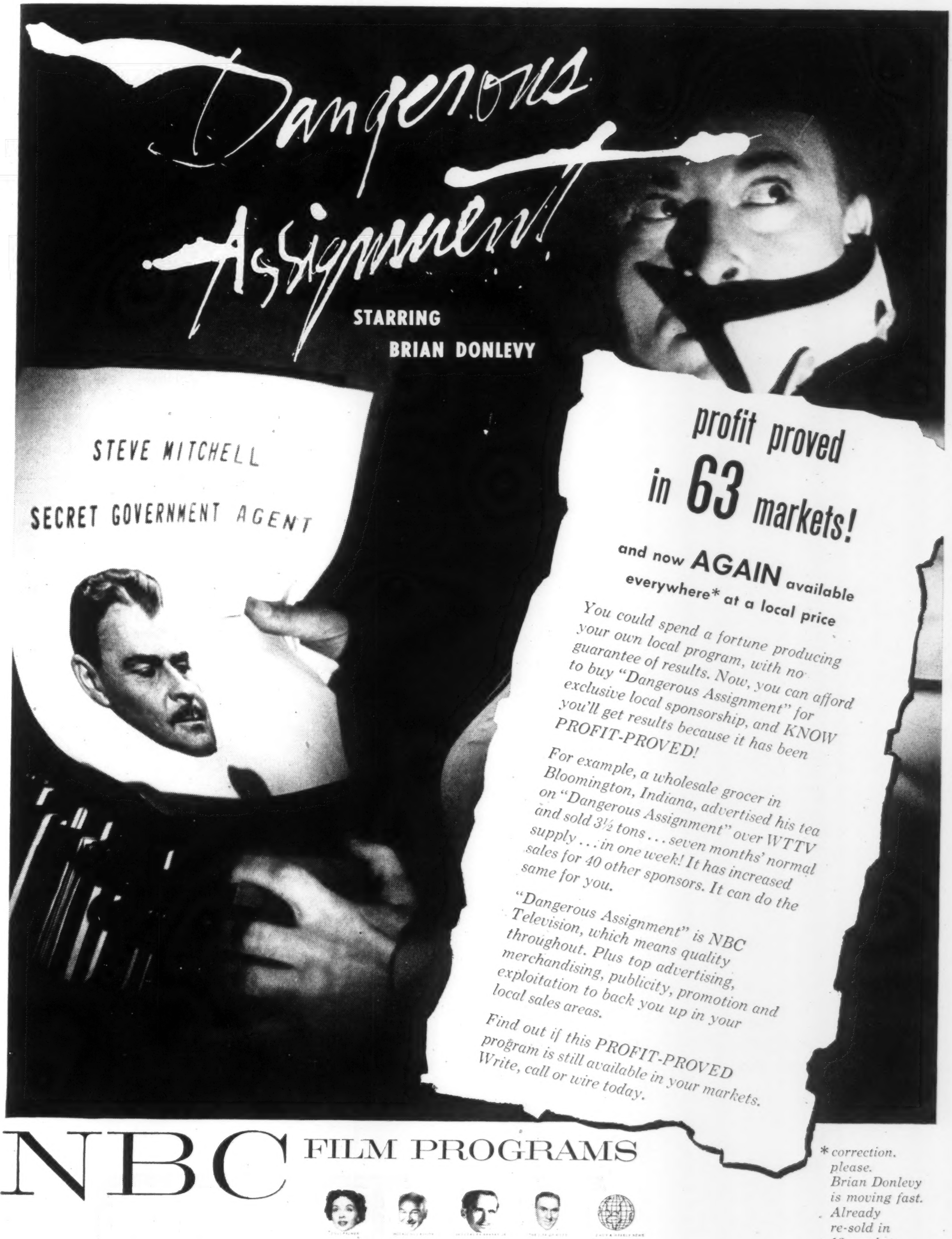
Mr. Adler has told the owners of WCAN-TV that to his knowledge "this is the first time a station grantee has placed the entire problem of constructing an operating TV station in the hands of one company, including financing of services and equipment."

In its application for a uhf channel, the station estimated construction costs at $475,433.

WCAN-TV is owned by three partners, each with a one-third interest: Lou Poller, owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and president and 27.1% owner of WCAN Milwaukee; Cy Blumenthal, 39% owner of WARL and 27.1% owner of WCAN, and Alex Rosenman, 27.1% owner of WCAN.



Mr. Adler addressing Milwaukee TV dealers and servicemen



Dangerous Assignment!

STARRING
BRIAN DONLEVY

profit proved in 63 markets!

and now AGAIN available everywhere* at a local price

You could spend a fortune producing your own local program, with no guarantee of results. Now, you can afford to buy "Dangerous Assignment" for exclusive local sponsorship, and KNOW you'll get results because it has been PROFIT-PROVED!

For example, a wholesale grocer in Bloomington, Indiana, advertised his tea on "Dangerous Assignment" over WTTV and sold 3½ tons . . . seven months' normal supply . . . in one week! It has increased sales for 40 other sponsors. It can do the same for you.

"Dangerous Assignment" is NBC Television, which means quality throughout. Plus top advertising, merchandising, publicity, promotion and exploitation to back you up in your local sales areas.

Find out if this PROFIT-PROVED program is still available in your markets. Write, call or wire today.

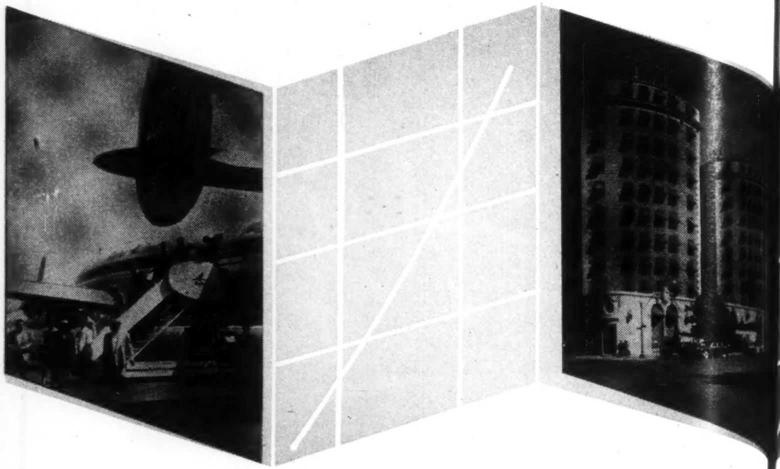
NBC FILM PROGRAMS

New York · Chicago · Los Angeles

* *correction, please. Brian Donlevy is moving fast. Already re-sold in 10 markets. No, 12.*

the HIGH cost of

No doubt about it: Television is expensive. It costs plenty just to go through the necessary preliminaries of getting a construction permit, if a competitive hearing is involved. Contestants are spending $50,000 and more, and many of them, of course, won't get a channel.



By Earl B. Abrams

THERE'S an old adage that experienced world travelers quote to novices who are embarking on their first journey. It goes like this:

"Pack half the clothes you plan to take, but double your cash."

That very well might be the motto for every television applicant who's preparing to go to Washington to participate in a contested hearing for a video channel.

Brotherrr, it costs to go through a hearing in Washington for a TV channel. Plenty!

Best estimates by those who know are that it costs a television aspirant, spending six weeks to three months in Washington, an absolute minimum of $25,000 to prepare an application, work up exhibits for the hearing, arrange for transportation, hotel accommodations, subsistence, buy transcripts, pay legal and engineering fees, engage in a little recreaton for themselves and their witnesses.

That's the low end of costs. At the high end, there are applicants who have spent $50,000. And there are others who plan to spend $75,000 and more—for example Westinghouse, which stated it will put out $137,000 to secure a TV companion to its KEX Portland, Ore.

The higher figures are reached when it's a hotly contested case in a major market, when high-priced legal and engineering counsel are retained, when the hearing spreads out over three or four months, when there are a sizable number of witnesses who must be brought to Washington, housed, fed, entertained and transported back to their home towns.

The toll is not only on the exchequer. There's a toll on human beings. Already, two men have died, three have suffered heart attacks and one had to spend a week in a Washington hospital, the victim of physical exhaustion. All were involved in television hearings.

Of the 24 TV hearings now scheduled, six were completed as of last week.

If each of the 14 applicants who participated in the completed hearings spent the minimum, some $350,000 has already been expended.

And if they spent a higher $50,000 per applicant, the amount of money spent on TV applications which have run through the grueling hearing course totals $700,000.

According to the best information, some 600 TV applicants must go to hearings in contests for the sought-for channels. Naturally all won't spend even the minimum. Some will be lower, particularly as the cities involved become less than major markets. Even now both the FCC and outside counsel are working toward simplifying and making less expensive the costs of going through a television adversary hearing.

(If there's no contest, the amount of money that needs to be invested in applications is infinitesimal compared to hearing expenses. One unopposed claimant for small-town TV got by with $30. Naturally he used no attorneys or engineers.)

Figures and Sources

The figures that are used in the paragraphs below, by request, are anonymous. They were given to BROADCASTING • TELECASTING on the promise that the identity of each of the informants would be protected. Where ranges of costs are indicated, the figures were gleaned from a score of applicants, attorneys and engineers.

Highest on the tabulation of expenses to see an application through from filing to hearing and to a possible grant are legal fees. Low end of the scale for lawyers runs about $100 per "legal day" (six hours). A "respectable minimum", in the words of one Washington radio lawyer, is $150 per day. For a well-heeled competitor, who spends the maximum days in hearing, a fee of $300 a day is not unusual.

Next on the expenditure list are engineering fees. These run about the same as for attorneys, but—if it is any consolation—engineers are not required to sit in on hearings to the extent that attorneys are. In fact, most hearings so far under way have disposed of engineering testimony through stipulations or in a one to three-day session.

Transportation and housing bulks next highest on the expense account for a TV applicant. Train or plane fare, sleeping quarters, food and miscellaneous loom large, according to those who have dipped into their pockets for these expenses. This is particularly so when there are a dozen stockholders and as many witnesses to put on the stand to "make" the case. In one hearing, involving a city 750-1,000 miles from Washington, an applicant spent $120 per man to transport each of his witnesses and $25 a day for each in Washington. He's had 12 men on the stand already, with an average stay in Washington of two and a half days, and he's not through yet.

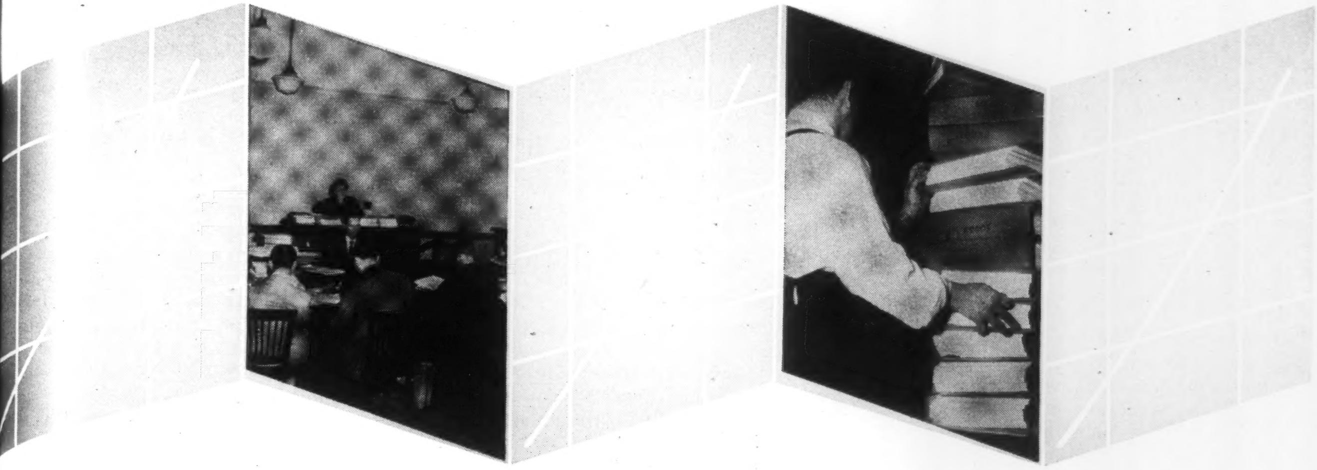
In several situations, the hotel housing got so critical the applicant rented apartment suites to quarter his staff and his witnesses while in Washington.

Important in any case are the exhibits that tell the story of why the candidate feels he's superior to the competition.

Most exhibits are one or two volumes, containing bound mimeographed sheets, telling the story of the applicant and ranging from biographies of directors, market studies and background data to proposed program schedules and operating personnel. The ink and paper are the least of the expense of preparing the exhibits. It's the preparation—with fees for market specialists, accountants, program men, management, engineers, attorneys—that runs the cost up.

Many exhibits are elaborate, utilizing printed pages, art and leather bindings. One applicant used a four-color cover in two

hoping for television



volumes, the pages of which were not only printed and including photographs, but with some of them specially cut and folded. This was said to have cost $10,000.

That sum is not for just a single copy of the exhibit. Not only must an applicant's own "team" have individual copies, but so must the opponents—and the FCC examiner and counsel, and, of course, there's always need for extra copies for members of the firm, friends, news reporters, and others.

There's one other tangible expense in a Washington hearing. That's for transcripts of the record. The regulation fee for copies of the transcript is 15 cents per page for 10-day service (rarely used), 35 cents per page for three-day service (sometimes used) and 50 cents per page for overnight service.

If an applicant wants really fast service—by 9 p.m. of the same night as the day of hearing—that charge is 75 cents per page. Many applicants order the fast service and the overnight service—running up a transcript bill of $1.10 per page.

Take the Wichita Ch. 3 hearing, the longest thus far. That ran for 59 days, took 8,583 pages of transcript—almost $9,500 for the record alone.

The Commission counsel does not have to pay for these charges. As part of the contract with the court reporter firm handling the FCC, Commission counsel gets copies of the transcript gratis.

That's the Washington story. Actually, a case starts in earnest as much as six months before the hearing date, with attorneys and engineers counseling with applicants to prepare for hearing. The preparatory climax comes 30 days before hearing day, when the attorneys begin spending the major portion of their time with their clients. And, the week before the hearing, attorneys, engineers, principals and witnesses virtually live together.

In a keenly-contested hearing, principals and attorneys gather together each night to review and prepare for the next day's trials. All such work, and it includes telephone calls, wires, even "private eye" investigations, go on the bill for the application.

Here are actual costs reported to B•T by two television applicants. Applicant A had a three-week hearing, was opposed by one other applicant, put 18 witnesses on the stand. Applicant B's hearing lasted 120 days. B put 12 witnesses on the stand, was opposed by two competitors. A, with a shorter hearing, spent more than B, but these cases illustrate that though costs may not run in proportion to the length of hearing, they are bound to be high.

	Applicant A	Applicant B
Travel, hotels, expenses	$13,099.00	$ 7,380.00
Depositions	700.00	800.00
Transcripts	1,393.14*	861.90*
Pre-hearing preparation	3,840.00†	476.84†
Legal fees	15,000.00	15,000.00
Engineering fees	(incomplete)	5,000.00
Total	$34,032.14	$29,518.74

* A ordered faster and more expensive transcript service. Hence his costs were bigger despite shorter hearing.

† B included in pre-hearing costs only mimeographing and paper for exhibits.

It should be understood that legal fees are variable. Many attorneys are on retainer, so that only the actual hearing work is chargeable. Others make special arrangements for each client. And, in some relationships, there are varying fees depending upon whether the applicant is successful or not in getting a grant.

Also, much of the legal fees—and engineering charges too—go for clerical work. That's considerable in a TV hearing case.

Endurance Records

Longest hearing so far was for Wichita's Ch. 3. It began Oct. 20, 1952, and recessed most recently, Feb. 20, four months later. Hearing occupied 59 days and the transcript totals 8,583 pages. Next longest has been Ch. 10 in Sacramento, Calif. That began Nov. 12 and closed Feb. 19, involving three months of which 46 days were spent in hearing. The transcript totals 6,170 pages. Third in the longest hearing stakes was Tampa-St. Petersburg's Ch. 8, which began Oct. 15 and recessed Feb. 21, four months long, of which 32 days were spent in hearings. The Florida transcript totals 3,996 pages.

In the Wichita hearing, Daniel Moyer, secretary of the non-broadcasting Wichita Television Corp., said during his testimony Feb. 9 that his group had already spent $40,692 on the case and that he anticipated the total would be $50,000 before it was over.

O. L. Taylor, principal of the competing KANS Wichita application, declared that his application was going to cost him $34,000. He put in detailed figures for exhibits, legal fees, engineering fees and Washington expenses that add up to that amount.

In the Tampa - St. Petersburg hearing,

non-broadcasters Tampa Bay Area Telecasting Corp.'s Robert James said his group had spent $14,000 on the application before hearing, and that he estimated $30,000 would be the total cost before the hearing was completed. He emphasized that much of the preparatory work was done by stockholders themselves, since the group includes station and advertising men.

In the Portland, Ore., Ch. 8 hearing which has been going on since Jan. 26, Westinghouse Radio Stations' counsel George Turner said WRS estimated it would spend $137,000 on the KEX application. Mr. Turner is with Cravath, Swaine & Moore, New York. WRS also has a Portland, Ore., counsel and its own attorneys.

Ralph Williams, of non-broadcasting Portland Television Inc., testified in the same case that his group estimated the application would cost in the neighborhood of $44,000 by the time the hearing was over.

The men who make up the principals of applicants are not young. Young men don't have the financial wherewithal to apply for TV. Applicants mostly are men who have made their mark in the business world and who are on the shady side of middle age. The intense preparation and the punishing experience of testifying and being cross examined have not been easy for them.

Casualty List

Just two weeks ago, Norman (Hap) Webster, chief engineer for McClatchy Broadcasting Co., died in a Baltimore hospital after suffering a heart attack. He had been a witness in the Sacramento hearing, and had participated in all the long and arduous preliminaries for the hearing.

Three weeks ago Philip L. Jackson, editor and publisher of the *Portland* (Ore.) *Journal* and president of KPOJ Inc., who was chairman of TV applicant Columbia Empire Telecasters Inc., died of a heart attack at home in Portland. Even while he was testifying in Washington he was taking pills for a heart condition. Mr. Jackson was 59.

During the Denver Ch. 4 hearing, KMYR co-owner A. G. Meyer, 53, suffered a heart seizure that put him in a Washington hospital for four weeks. He is now convalescing at home in Denver.

Physical exhaustion has taken its toll too. There are many instances where it was necessary to take the heat off a man for a week or so to let him get back to normal. In one instance, this took the form of hospitalization. John Hamlyn, general counsel for the McClatchy newspaper and radio properties, was forced to spend a week in a Washington hospital shortly after Jan. 1 in order to recover his strength.

FCC officials and applicants hope that the killing pace of TV hearings will subside as applicants and attorneys realize that their eagerness to explore every minute angle is not going to get them grants. Right now most attorneys have come to realize that there are only three or four major issues which spell the difference between success or failure. The FCC itself has worked out a series of revisions, in conjunction with the Federal Communications Bar Assn., which holds hope for simplifying the issues so that the lengthy and grueling hearings may become more manageable and less murderous.

NEVER KEEP

Harold E. Fellows, president of the NARTB, introduced a new advertising character, Twenty Percentage, in a speech to the Advertising Club of Boston last Tuesday. On the theory that the life and times of Twenty Percentage are of interest to everybody in and around radio-TV, B•T herewith presents the speech in its entirety.

PERHAPS the most remarkable fact about Twenty Percentage was his abhorrence of selling. He wasn't a salesman to begin with, or so he thought. He was a buyer, not a seller. But he found it necessary to sell in order to get funds with which to buy. There was something about this process which he knew was insidious, and as the years rolled by he made several overt efforts to break out of the economic cycle which glued him to sidewalks and chained him to doorbells. Actually, it is only too true that he didn't try very hard.

Possibly he even rationalized a bit. He would dream some days of becoming a farmer. On one such occasion, he subscribed to several different farm journals. The more he studied them, the more he realized that farmers were salesmen, too. The only complication there was that they had to produce the darned stuff as well as sell it.

The Executive

Then, there was that time in Twenty's life when he gave serious consideration to becoming an executive. However, every executive he could think of had one responsibility which Twenty wanted to escape. Every executive had to deal with salesmen, and Twenty was honest enough with himself to look darkly upon such a future.

When Twenty was in his mid-thirties, there was a period—not unique in his circumstances—during which he wasn't selling enough to satisfy his insatiable desire to buy. He gave serious consideration then to a life of religious retreat. He envisioned himself in sackcloth, his balding head fully barren, living the somber life of a student. He finally faced up to it, however, that he wasn't a student. Never had been. He couldn't even content himself with the two-month-old periodicals which he found at hand in doctors' offices as he went around selling medical implements. Furthermore, Twenty didn't believe that his wife would understand such a yearning, so he never even mentioned it to her, let alone to any one else.

No doubt the most unusual manifestation of this dissatisfaction with his lot was the time that Twenty decided he would become an advertising man. At this particular moment in Twenty's travail, he happened to be selling time for a radio station; it was his bounden duty, of course, to call upon agencies and advertisers. It came to him suddenly one evening (while he was sneaking a look at television, as a matter of fact, and wondering idly whether it would last) that he was known as an "advertising salesman" and practically everyone upon whom he was calling was called an "advertising man."

In a cold sweat, Twenty came to the realization that by this distinction he was not considered a man; he was being categorized as something less than that—a carbuncle on civilization that did not even deserve the dignity of such designation as applied to his fellow beings.

After a restless night, worrying about this disturbing idea, he resigned the next day; but reconsidered a few minutes later when it was pointed out to him that he was $372.50 in arrears on his personal account with the station.

Of course, his name really wasn't Twenty at all; his name was Oscar Percentage—but he had been nicknamed "Twenty" by his fellow workers because Twenty (so to speak) was a magic number in his life. Outwardly, at least, it was. He always said that if he could get a straight 20 per cent commission—he didn't care what the product or service—he'd get along. So they called him Twenty (although in truth the highest commission ever paid to him was eight per cent)—and that was when he was 13 years old, selling programs at the county fair.

Twenty frequently was troubled, too, by his failure to become a success. He was not sure, if you were to have asked him, of the exact elements which constituted success, but he had the uncomfortable feeling that he didn't possess them.

The Failure

Now lots of his friends who would pull up to the traffic light in their Chevrolets and see Twenty sitting there in his Cadillac convertible would murmur to themselves, "There is a successful man." But it was never loud enough for Twenty to hear; and what's more, he knew how many payments were due on the Cadillac—and it never occurred to him that there might be payments due on the other fellow's Chevrolet.

Actually, Twenty had a rather confused notion that success constituted a mysterious mixture of being photographed for a Calvert ad, having throngs seek your autograph and perhaps obtaining an honorary college degree from the old alma mater.

It never occurred to him that he could probably accomplish all three of these if he set about it, so keen were the persuasive

XUM

A SALESMAN WAITING

powers he had nurtured and developed over the years.

The average person knowing Twenty only casually would not have suspected this Walter Mitty streak in his character. He was always jolly outwardly and had mastered, without half trying, it seems, a complexity of living which would have been (in a clinical sense) fascinating to a psychiatrist. Twenty had become an extrovert by the easy method of refusing to be an introvert, which in truth was what he was supposed to be.

Like the time he had lost a $500,000 account when he was working for the Busybee Advertising Agency. Oh, there was no question about it. Twenty had lost the account and so one else could be held responsible. He had lost it on the golf course playing dollar Nassau with the advertising manager of the Silky-Smooth Soup Company. This advertising manager, hardly an endearing type, fancied himself something of a man with the shinny-sticks.

He was the sort of fellow who always said, just before driving off the first tee, "I haven't played for four months and may be a bit rusty." Of course, he had played 18 holes a day all of the preceding week—and Twenty knew it.

It's Wrong to Win

On that particular day, Twenty couldn't tell a customer's game from an eight iron and he "took" this fellow. Cleaned him, no less. He tried to be sportsmanlike about the whole thing, but it just didn't come off. The soup man was grim about it and from that day forward there was a gradual disintegration of what had been a beautiful and profitable friendship.

The inevitable day arrived and Twenty was called into the office of the president of the Busybee Advertising Agency. This gentleman was living in a suspended state of frustration.

For most of his life he had been pitching to become president of the agency. A few months previously he had made it, and now he was completely done-in by the challenge of his vocation. Not that he didn't carry off being president very well. He did—magnificently. It was only that he had nothing else to pitch for, except chairman of the board (and he had been around long enough to know better than that).

He was kind with Twenty, but firm, and perhaps talked to him overlong in Dutch-uncle fashion. Twenty thought so, anyway, particularly since he edged this particular president by about seven years and the conversation thus seemed a bit ludicrous.

The plain truth was that Silky-Smooth Soup was going to another agency—and the advertising manager of Silky-Smooth, in a "martinied" moment, had told Busybee's president that Twenty was the major cause of it all. Nothing specific. Twenty was just—well, not the man for Silky-Smooth.

So Twenty was no longer an account executive. He took it well although he was dreadfully hurt inside. He simply told his friends, "Well, that's one time in my life I got 'out of the soup'."

So Twenty took to the streets again. Some mothers, he said, dropped their babies on their heads. His mother, he maintained, had dropped him on his feet—and every time he got off them into a nice, rocking-chair type job, he was headed for trouble.

Yes, Twenty hit the road again, this time selling office supplies. There was a touch of irony in this, insofar as he was selling something for which he himself had little use, since he lived in his automobile and a variety of hotels and motor courts. But he could sell, this lad—and within 18 months he had topped all the other field men and won a trip for himself and his family to Miami for a one-week's vacation.

But the uncertainty of life preyed upon Twenty constantly, and it was only natural that he might become slightly jaundiced in viewpoint. As in the case when he was sitting in a bar one evening in Joplin, Missouri.

Two other equally lonely-looking drummers were seated there, and finally one of them said to the other: "I'm in building supplies. What are you in?" This chap said he was in insurance and, as such matters go, turned to Twenty and asked: "What are you in?"

It really wasn't like Twenty, and he regretted it later, but he simply said, "I'm in Joplin"—and paid his tab and left.

Driving across the plains of Nebraska one scorching summer day, Twenty's mind was taking a little excursion back through the years. He was 42 years old and he had covered a lot of territory—very near all of it—in his conscious memory—devoted to his activity in selling.

Everything's a Sale

He had sold his father on letting him wear his first pair of long pants, long before he was of an age to do so. He had sold his wife on marrying him. He had sold a couple of culpable college professors on giving him good enough marks that he would remain eligible for football.

And since then, he had sold a little bit of everything. Not only office supplies, but soup, soap, candy, tires, radio time, newspaper space, ladies lingerie, automobiles, hardware supplies, insurance, oil leases and men's suits, and from this his mind wandered by natural progression to his buying habits; and it came to him forcibly that he, not *un*like others but in truth very *like* others, was just that: both a seller and a buyer. He was, at 42 years of age, approaching the great and significant truth about the economics of living.

You take war, he thought, Somebody sells the idea. Or peace. That has to be sold, too; it's like war, in a way, but a different package—and the price varies. For Twenty, this was getting pretty thoroughly into things and it could be expected, therefore, that he wasn't prepared for the blowout.

The Cadillac turned over three times and the next vague notion Twenty had was a vision of someone in white sticking a needle in his arm.

He didn't know exactly how Trygve Lie had managed to get in the room. He rather had the impression that he had been admitted because he, like Twenty, was out of a job. Twenty merely assumed the loss of his own job because he wasn't selling office supplies; and when you weren't selling, you weren't producing; and when you weren't producing, you weren't working. Very logical indeed.

At all events, Mr. Lie seemed to be asking him a few questions about how he would handle the United Nations problem. He, Twenty, who had sold everything from lingerie to hardware; what if he had the job of selling something like the U. N. How would he go about it?

Twenty reflected for quite a long time before he answered and then he said: "Well, Mr. Lie—do you mind if I call you Trigger?" (Get them on a friendly basis; the essence of the approach.)

Mr. Lie murmured that he would prefer "Trygve."

Peace Is Salable

Well, Trygve, said Twenty, I'll tell you what I'd do. I'd take a long look at what I was trying to sell. I'll admit that peace is about the toughest package in business today. It seems like there's a bigger sales acceptance for war than for peace, but this might be because we haven't worked the market right.

Now you take your former company: The U. N.—you'll have to admit it's not specializing very much. It's expanding pretty fast and there might be too many items in the line. If that's true, you'll find that your salesmen will dissipate their enthusiasm.

Before long, they won't know what they're supposed to be selling. You take all those commissions—on information, on agriculture, on culture, on education. Now the problem here is that your main line is peace and the salesmen might forget about this bellwether item in the confusion of expansion and growth.

A salesman isn't supposed to be very smart, you know. He's just supposed to be a little bit smarter than a buyer. There's another thing, Trygve. You have to know your market. Markets, in a line like this, differ just as much as people do if you're selling office supplies. What you've got to do is fit the item to the people. You're not going to get very far trying to fit the people to the item. And here's something important: Remember that everyone is selling something. I just thought of this a moment ago and it took me 42 long lousy years to learn it: all of us are salesmen. Just like all of us are buyers. Now that's clear enough, isn't it, and you'd think even a simpleton like me would have thought of it long ago?

Twenty was saying that he would be glad to take on the job for his usual 20 percent commission, with a reasonable draw of course, when he realized that Trygve was holding a stethoscope to his chest.

Then he realized that it wasn't Trygve at all, but a fellow in a white coat who was muttering something about his pelvis being broken. Twenty remembered the sudden whirling of the Cadillac, then, and awoke to the fact that he was in a hospital. If he *had* to break something, it *would* be what he sat on and not what he walked on.

But Twenty had discovered *the secret,* and before he was out of the hospital all of the frustrations of his earlier years had disappeared and he had mapped out the course of his future.

Selling a Fundamental

Twenty discovered that the buyer of time, for example, is a seller of something, too. He discovered that the buyer of space occupied that position by title only; that actually he was selling something for somebody. That the minister was selling a worthy creed; that the politician was selling his ability; that the child, wheedling for an ice cream soda, indeed was selling an idea; and that someone was selling the soda, that the man who sold a suit found it bought by a man who wanted it because he felt it would help him sell himself.

Now to this whole story there should be a moral and, if there were, it might be something like: Never keep a salesman waiting; you might be able to sell him something. I learned this much at least from Twenty: If you search for the good things in life, you will find them; and having found them, you will find a ready market for distribution.

In May of 1952, *Fortune* magazine did a very learned treatise on the decline of the salesman in America. There were bar charts and pi cuts and all manner of illustrations demonstrating the logic of *Fortune's* conclusion that selling had gone to pot.

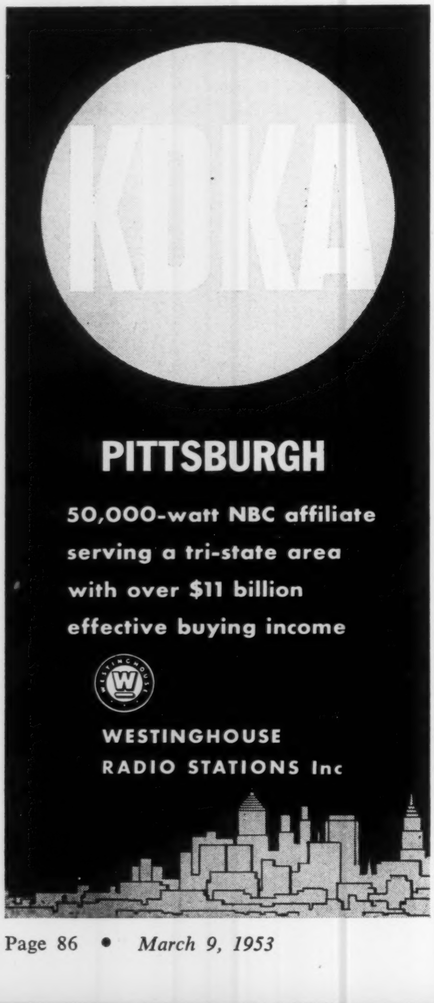
And just think: Someone sold that learned treatise to *Fortune*; and a printer sold his services for its publication; and then *Fortune* sold the magazine.

Selling is everybody's game. Do it well—do it with your good heart in it—whether you're selling ideas like democracy, products like Silky-Smooth Soup; lingerie; hardware; office supplies; time; space, or yourself.

Twenty Percentage finally solved the problem. Saw him the other day and never met a happier and more contented guy. He's in business now, as you probably know; he operates the Twenty Percentage Sales School. Doubtless you have heard of his slogan: "You Can't Beat the Percentage System."

And you can't either, for as Twenty told me: "In a way," he said, "it's a racket. They're all salesmen when they come to me. I just bone them up a bit."

Incidentally, my friend Percentage owns 20 per cent of the business.



PITTSBURGH

50,000-watt NBC affiliate
serving a tri-state area
with over $11 billion
effective buying income

WESTINGHOUSE
RADIO STATIONS Inc

IN THE PUBLIC SERVICE

BLOOD donations to the Portland, Ore., Red Cross Bank tripled during the week ABC's *Breakfast Club* originated there, as KEX that city distributed 500 attendance tickets to volunteers. The Red Cross, which gave out all the tickets in four days, also reported additional "regulars" who signed during the campaign by m.c. Don McNeill, who appeared in the Paramount Theatre before 3,100 persons and interviewed donors on the air.

WATO Aids Crusade

A PARROT and a disc m.c., working a 42-hour broadcast marathon from an Oak Ridge, Tenn., department store, brought in more than $2,000 to the Crusade for Freedom campaign from WATO listeners and fans. Station personnel, working outside the department store, sold Freedomgrams to passersby. Using 15 minutes of each hour during the 42-hour period WATO and Tom Atkins, early morning m.c., broadcast their appeal for funds.

Air Buffalo Benefit

QUIZ SHOW and concert at WBEN-AM-TV Buffalo highlighted a rally for the yearly maintenance fund appeal for $135,000 by the Buffalo Philharmonic Orchestra. Radio quiz show, with station stars, was followed by a telecast of the *Marine Theatre Hour,* sponsored by the Marine Trust Co. Musicians for both programs were donated by the American Federation of Musicians.

QUEEN Juliana of the Netherlands receives pledges of assistance by Massachusetts residents for flood victims from Roderick MacLeish, news director, WLAW Boston, who flew to The Hague for on-the-spot coverage of the disaster. WLAW is conducting a Flood of Dollars campaign among its listeners throughout New England.

TULSA Junior Chamber of Commerce Distinguished Service Award to the city's "outstanding young man of 1952" goes to Sam Schneider (r), farm director of KVOO that city, for his activities on behalf of community, state and nation. Presenting the Jaycee award is Okah Jones, district manager of Oklahoma Natural Gas Co.

WNBK Schedules Telethon

FOURTEEN-HOUR telethon benefiting the Muscular Distrophy Assn. was held by WNBK (TV) Cleveland last Saturday night. Radio and TV film stars entertained a large audience in the Masonic Temple from 11 p.m. until 1 p.m. Sunday. Hamilton Shea, station manager of WNBK-WTAM (NBC), supervised the show. He arranged for 150 telephone operators to handle incoming calls at The May Co. department store. Program details were handled by Norman Cloutier, program director.

Utley Blood Appeals

ONE time plea for blood donors by Clifton Utley on a WNBQ (TV) Chicago newscast brought in more than three times the regular number of volunteers at the blood donor center the following day, according to the American Red Cross.

WTVJ (TV) Palsy Telethon

UNITED Cerebral Palsy telethon conducted 16 hours by WTVJ (TV) Miami raised a pledged total of $198,436, or $1.26 per set in that area, an amount far in excess of last year's $58,000, according to Mitchell Wolfson, station president. He said contributions received thus far indicate a total collection of more than $235,000.

MERCHANDISING RESULTS

TREMENDOUS boost for new and repeat business during 1952 resulted from WGAR Cleveland's "Merchandising in Action" plan according to a report from the station. By contracting for a minimum expenditure of $3,250 for 13 weeks or $5,200 for 26 weeks, advertisers have received week-long displays in 191 A & P and Kroger chain stores. New brochure has been prepared by the station noting specific cases in which advertisers who participated in the plan showed sales increases from 17% to more than 200%.

FOCUS ON GARDENING

TWO weekly garden and landscaping programs designed for the city dweller as well as the suburbanite have been scheduled by KYW Philadelphia. On March 1, *Garden Club,* featuring farm director Bill Givens and landscaping authority, Price Supplee, was introduced. On the second program every Friday morning, Mr. Givens will conduct a "garden gossip" feature as part of the station's *KYW Farm Hour* program.

STUDENTS TURN PRODUCERS

NEWEST educational public service show on WJEL Springfield, Ohio, is *County Line,* program prepared and presented by students from five local county high schools. Quarter-hour weekly program features talent from a different high school in the area in a five-week cycle. Format will vary with each school or group of students in charge of the production. Sponsor of the series is Farm Bureau Cooperative Assn.

NEW NEWS FORMAT

ELMO ELLIS, program director at WSB Atlanta, has inaugurated a new *Operation News* policy each night beginning at 11 p.m. on that station. The first five minutes is devoted to highway news followed by a news broadcast with accent on developments in Georgia. Taped and relayed from NBC, a 15-minute analysis of current events on the national and international level is aired by H. V. Kaltenborn at 11:15 p.m.

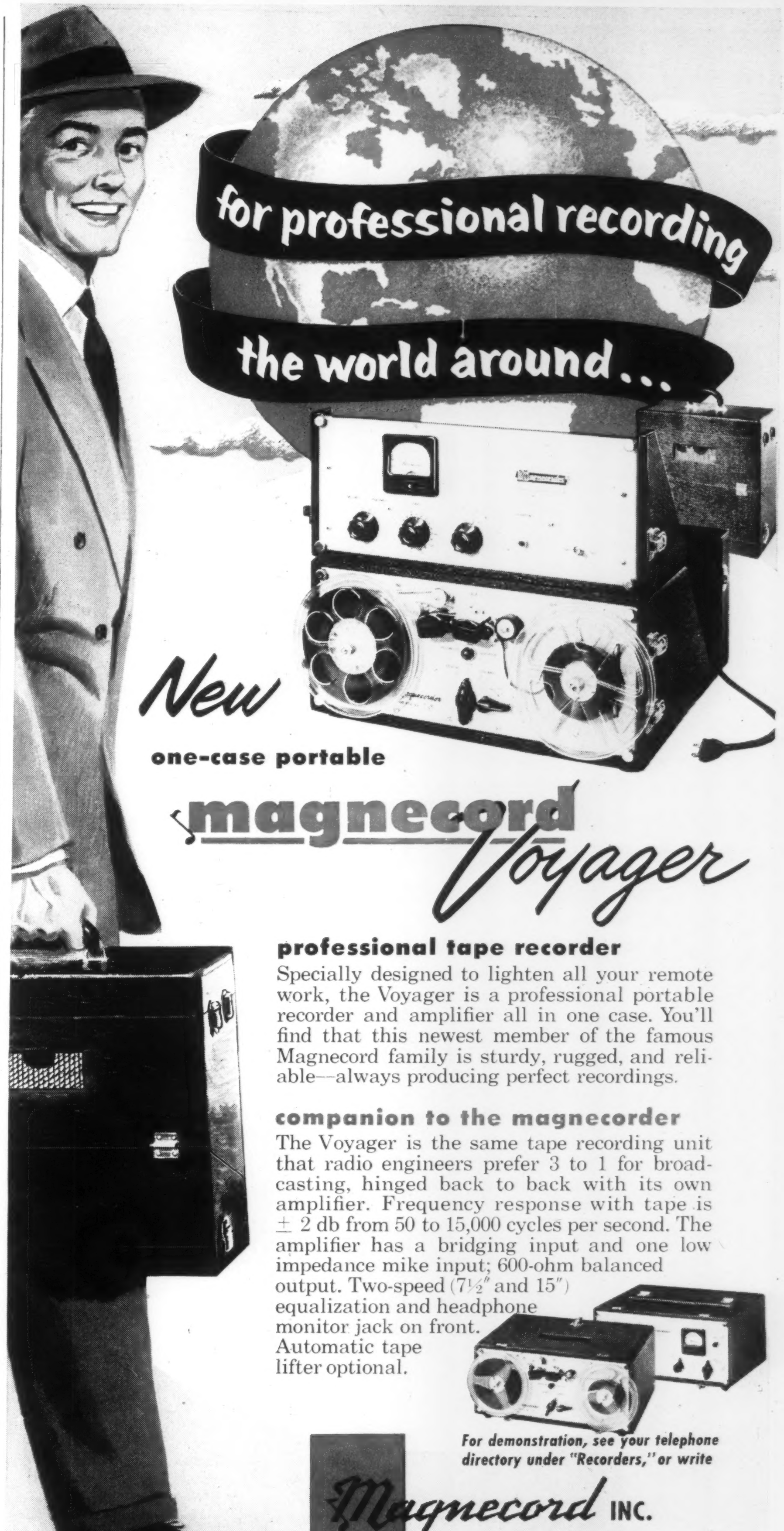
RADIO EXPERIMENTS SUMMARY

DEPARTMENT Store Studies has summarized results of its experiments with the use of radio

Buttons & Bows

MORE than $250,000 worth of celebrities' personal belongings were auctioned on KNBH (TV) Hollywood last weekend to raise funds for the Los Angeles County Heart Assn. *The Big Giveaway,* originating from NBC's El Capitan Theatre, lasted from 10:30 p.m. Saturday to 2 p.m. Sunday.

Lines were hooked up to eight motion picture theatres, and only people in the theatres could bid, which put the charity effort on a cash basis. Home viewers were offered chances to compete for a mink stole or coat, two trips to Europe, a 1953 Dodge and 22 U. S. Savings Bonds by mailing their reasons why people should support the Heart Fund and enclosing $1.



New

one-case portable

magnecord *Voyager*

professional tape recorder

Specially designed to lighten all your remote work, the Voyager is a professional portable recorder and amplifier all in one case. You'll find that this newest member of the famous Magnecord family is sturdy, rugged, and reliable—always producing perfect recordings.

companion to the magnecorder

The Voyager is the same tape recording unit that radio engineers prefer 3 to 1 for broadcasting, hinged back to back with its own amplifier. Frequency response with tape is ± 2 db from 50 to 15,000 cycles per second. The amplifier has a bridging input and one low impedance mike input; 600-ohm balanced output. Two-speed (7½" and 15") equalization and headphone monitor jack on front. Automatic tape lifter optional.

For demonstration, see your telephone directory under "Recorders," or write

Magnecord INC.

225 West Ohio Street, Dept. B-3
Chicago 10, Illinois

for department stores [B•T, Jan. 12] into a presentation comprising 17 charts and accompanying text for station salesmen to use in selling time to retailers. Copies of the presentation have been sent to all station subscribers of DSS and will go to new subscribers as long as the supply holds out.

WORLD'S SPRING BONUS

WORLD Broadcasting System distributed baseball feature, *Get a Hit*, as "spring bonus" to its radio affiliates last week. Program spotlights baseball's immortal figures as well as colorful incidents in the history of game. Robert W. Friedheim, World vice president, said the series was sold to local sponsors by 580 radio stations last year. He added that 26 quarter-hour shows will begin with the opening of baseball season week of April 12 and continue through World Series. Stations were sent several sales presentation pieces, Mr. Friedheim said, as well as a wide variety of sports sell-sounds for use on local sport shows.

WMGM's 'Baptist Hour'

AS part of the celebration of the 30th anniversary of WMGM New York's *Calvary Baptist Church Hour*, which the station claims is the oldest gospel broadcast series in the world, WMGM's director Bertram Lebhar Jr. presented Dr. John Summerfield Wimbish, Calvary pastor, a specially constructed new microphone with an engraved stand during a Founders' Night broadcast Wednesday. Series, started March 4, 1923, is heard regularly Sundays, 10:30 a.m. to 12:30 p.m. and from 8-8:45 p.m., and is carried over shortwave facilities of HCJB Quito, Ecuador.

AMERICANISM CONTEST

GAS & Electric Sales Co., Elwin, Ill., sponsor of *I Was a Communist for the FBI* on WDZ Decatur, Ill., recently conducted an essay contest for school children on Americanism vs Communism. Students from eight counties participated. A TV set went to the winning contestant, Nancy Roe, and a $50 merchandise certificate was presented to her teacher, Eva Youmans.

ARTISTS ON RECORD SERIES

OUTSTANDING recordings of famous musical artists, past and present, will be featured on new weekly WQXR New York series *Gala Performance*, which began last Wednesday, 10:05-11 p.m. EST. Programs will also be available to stations of the WQXR Network. Among artists featured will be Enrico Caruso, Amelita Galli Curci, Jan Paderewski, Lily Pons, Fritz Kreisler, Jascha Heifetz, Vladimir Horowitz, and others.

TOYNBEE SERIES

SERIES of six weekly lectures featuring noted historian Arnold J. Toynbee and titled *"The World and the West"* was started March 1 by ABC radio in cooperation with the British Broadcasting Corp. Originally broadcast over BBC last fall, series is heard at 10:30-11 p.m. EST and will include lectures on Russia, Islam, India, and the Far East.

WCTC TALKATHON

A THREE-HOUR "talkathon" was conducted over WCTC New Brunswick, N. J., on Feb. 25 by New Jersey State Sen. Malcolm Forbes, who is seeking the Republican nomination for governor in the state. The station reported that on time purchased by his campaign committee, Sen. Forbes replied to scores of questions telephoned in by listeners from 8 to 11 p.m., but nevertheless did not have time to answer all calls.

SCOUTS TAKE OVER

MEMBERS of the York County Cub Packs Scout Troops took over the operation of WIDE Biddeford, Me., a fortnight ago as part of activities of National Boy Scout Week. From sign-on to sign-off on Feb. 11, the scouts carried out announcing duties, read news and commercial copy, and the station relates that even the sponsors applauded their efforts.

RANCH, FARM PROGRAMMING

TWO-WEEK program series titled *The Ranch and Farm Profit Series* is in progress at KMMJ Grand Island, Neb. and KXXX Colby, Kan. The series consists of 14 public service programs stressing better living and greater ranch and farm profits, and features discussions by guest speakers who are authorities in the agricultural field.

MENUS WORTH A PRIZE

CONTEST has started on Columbia Pacific Radio Network's *Second Cup of Coffee Club*, quarter-hour program sponsored five times weekly by S. & W. Fine Foods Co., S. F., whereby listeners send in their favorite breakfast menus, accompanied by the name of their grocer. Weekly prize of $10 is awarded to the winning menu with a prize also going to the grocer. Agency for the account is Foote, Cone & Belding Inc., S. F.

WIP'S NEWSBOY APRONS

WIP Philadelphia mailed newsboy change aprons last week to local and national advertisers to publicize the station's latest promotion tie-in with *Newsweek* magazine. Over 300 newsboys in the area are using the aprons to the advantage of both WIP and the magazine.

'TRAVELING DISPLAY CARDS'

WBBM-TV Chicago is placing some 1,200 "traveling display cards" in the city's streetcars and busses to announce that it is "Chicago's newest television station." Cards feature Pat O'Neil of Boulevard Models Studios and were designed by Lee Salberg, WBBM-TV director of promotion and publicity.

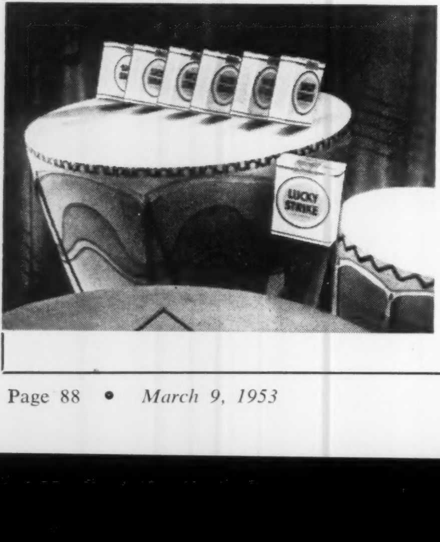
Radio & Revolt

Mr. Bergstein

A STATION and its manager have been commended by Pennsylvania leaders for broadcast participation in a "psychological warfare" maneuver at Rockview State Penitentiary.

Milton J. Bergstein, general manager of WMAJ State College, Pa., aired his personal plea to prisoners who had barricaded themselves in a prison wing holding guards as hostages.

Guards reported later that prisoners followed public reaction to their strike via radio reports. These, along with the work of Mr. Bergstein, were credited with prodding prisoners to come to terms with authorities after a 72-hour revolt.



Sheer magic in stop motion . . . To the bounce of the conga beat in the theme song, "Luckies Taste Better", a line of Lucky packages dances from one conga drum to another. Cigarettes hop out to form letters L.S.M.F.T.; and the tobacco from a cigarette stands alone in Lucky's "tear the paper" test, then falls into a heap of "fine tobacco". The latest of many ingenious stop-motion commercials produced by Sarra for the American Tobacco Company through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

Advertisers

Lauren K. Hagaman, director of advertising and public relations for Magnavox Co., Ft. Wayne, Ind., appointed director of advertising and sales promotion, Congoleum-Nairn Inc., Kearny, N. J., floor and wall covering firm.

Jack Rathbun to Hadacol, Lafayette, La., as director of advertising, replacing Frank Heaston, who has resigned.

Max Fnelow appointed advertising counsel to Philco Corp., Phila.

Harold G. Karn, Colgate-Palmolive-Peet, Jersey City, promoted to manager of premium department.

Dorothy Collins, fashion editor, KOA Denver, to Shwayder Bros Inc., that city (Samsonite products), as public relations manager.

Kenneth C. White, West Coast Div. general sales manager, and **A. M. Turner,** general factories manager, Owens-Illinois Glass Co., S. F., elected vice presidents of Pacific Coast Div.

Agencies

Samuel Sutter elected vice president in charge of creative department, Biow Co., N. Y.

Daniel W. Foster, Robert E. White and **Martin Zitz,** vice presidents, Henri, Hurst & McDonald Inc., Chicago, elected directors of agency.

Fred B. Clarke, copy director, and **Lawrence Gayda,** art director, elected vice presidents, Ruthrauff & Ryan, N. Y.

Mr. Clarke

Mr. Gayda

David J. Wasko, in charge of media, Donahue & Coe, N. Y., to Morey, Humn & Johnstone, N. Y. as assistant to the president.

Ad Klein, account executive, Biow Co., S. F., to Honig-Cooper Co., that city, in same capacity.

Kurt M. Lassen, general manager of *Freeman Magazine,* and **James H. Fuller,** manager of drugs and toiletries advertising for *American Druggist Magazine,* to Young & Rubicam, N. Y., in contact department.

Edward R. Bosley, copywriter, BBDO, L. A., to Foote, Cone & Belding Inc., S. F., in same capacity.

Olaf Bolm, editorial department head, Roland Reed Productions, Culver City, to Young & Rubicam Inc., Hollywood, as film librarian and quality contact man.

William J. McGoogan Jr., feature writer, *Globe-Democrat,* St. Louis, appointed assistant to director of public relations, Krupnick & Assoc., St. Louis. **Patrick M. Perrone** to agency on copy-service staff. **Ray M. Schoenfeld** named assistant to media director.

Max Barnes, member of Washington, D. C., staff of *New York Journal of Commerce,* to Bozell & Jacobs, Washington.

Caroline Woods Spindt, copy staff, McCann-Erickson Inc., S. F., to Rhoades & Davis, that city, as assistant to creative department head.

Helen Wibur, Doherty, Clifford, Steers & Shenfield, N. Y., to Grey Adv., same city, as radio-TV timebuyer.

David W. White, producer, BBDO, N. Y. and Hollywood, to Roy S. Durstine Inc., Hollywood.

Ben Sussman, production manager, The Broadway, L. A., department store chain, forms own advertising agency, **Ben Sussman & Assoc.,** 3549 Cahuenga Blvd., Hollywood. Telephone is Granite 0583.

Carol Davis, Foladare, Greer & Bock, Hollywood publicity firm, to Young & Rubicam Inc., that city, as feature writer.

G. D. (Del) Winkler, account executive, Roy S. Durstine Inc., L. A., has resigned. Future plans to be announced.

Spencer Hare appointed publicity and public relations consultant for League of Advertising Agencies, N. Y.

Edward W. Brennan to Aubrey, Finlay, Marley & Hodgson Inc., Chicago, as account executive and copywriter.

Edward F. Hart appointed production manager of Fletcher D. Richards Inc., Chicago.

Al Warren, radio-TV director, Judy Lawton & Assoc., Hollywood, to Sylvan Pasternak & Assoc., same city, in same capacity.

D. L. Stevens, field sales supervisor, Wadsworth Watch Case Co., to Hicks & Greist, N. Y., as account executive.

Hope B. Harlan, copy staff, Ward Wheelock Co., Phila., to Grey & Rogers, same city, in same capacity.

Buella M. Forrest, copywriter, J. Walter Thompson Co., S. F., to Calkins & Holden, Carlock, McClinton & Smith, L. A., in similar capacity.

Robert J. Boslet, Vick Chemical Co., N. Y., to Ted Bates & Co., same city, as assistant account executive.

William R. Graydon, *Los Angeles Mirror,* to Hill & Christopher Adv., that city, as copywriter.

John Bates appointed director of radio-TV department, Lambert & Feasley Inc., N. Y.

Edward A. Muhleman, Walter B. Snow & Staff, Boston, to Wilson Haight & Welch Inc., N. Y., in copy and contact capacity.

Stations

George A. Bernstein, assistant to **Herbert E. Evans,** vice president and general manager, Peoples Bcstg. Corp., licensee of WOL Washington, WRFD Worthington, Ohio, and WTTM Trenton, appointed manager of WOL Washington.

Richard C. Arbuckle, account executive,

IN THE 75th MARKET
— TEXAS' 5th
EL PASO

KEPO is your Best Advertising Medium to reach the Nation's Largest Trade Territory. KEPO is the powerful, friendly, influential index to a $500,000,000 Retail Sales market . . . a market made up of approximately 525,000 listeners in the El Paso Trade Zone plus the added bonus of the hundreds of thousands of people it reaches in New Mexico, Arizona and Old Mexico.
Figures from Sales Management, May 10, 1952

Ask Avery-Knodel
for complete details

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going
STRONG!
KGW

A coffee account, using KGW, increased sales in this area 42 per cent.
FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

XUM

WCAU Philadelphia, to WERE Cleveland, as sales manager.

Mort Thorpe, salesman, KOA Denver, to KBTV (TV) same city as local sales manager. **Ted Hardy** to latter station as continuity editor. **Loren Orr** appointed stage manager there.

Don Ross, national business account executive, KNX Hollywood, shifts to handle local business.

Harold Kirsch, head of St. Louis agency bearing his name, to WTVI (TV) St. Louis, as local sales manager.

Mr. Kirsch

C. J. Thornquest and **Louis Froelich** elected vice presidents in charge of national and local sales, respectively, Skyland Bcstg. Corp., licensee of WONE Dayton, Ohio.

John T. Rogers, general manager, WCVA Culpeper, Va., appointed director and treasurer of Culpeper Bcstg. Corp., licensee of station. **Woody Powell,** disc jockey, promoted to assistant manager-program director.

J. Carl Willems, sales staff of WJTN-AM-FM Jamestown, N. Y., named sales manager.

Klaus Landsberg, vice president and general manager, KTLA (TV) Hollywood, to receive George Washington Honor Medal of the Freedoms Foundation for TV coverage of last spring's atom bomb explosion, March 16.

J. C. Kellam, general manager, KTBC Austin, Tex., named city's "Advertising Man of the Year."

Paul Scheiner, KGO San Francisco, sales manager, appointed station manager. **John Hansen,** sales staff, KECA Los Angeles, to KGO replacing Mr. Scheiner.

Mr. Scheiner

Ross Willis, account executive, KBTV (TV) Denver, to KFEL-TV that city, in same capacity.

Mac Matheson, assistant manager of KTUC Tucson, elected vice president of city's Advertising Club.

Georgia Watson, wife of **Noble Watson,** founder of WIRE Indianapolis, returns to station as station biller.

Ron Lamborn, formerly account executive of J. J. Gibbons Ltd., Regina office, to sales staff of CKCK Regina.

Dick Deibel appointed program director KURV Edinburg, Tex. **Ronnie Curl** to station as disc jockey.

Carol Levine, assistant public relations manager, WPIX (TV) New York, promoted to film manager, succeeding **Tony Azzato,** resigned.

Jean Walsh, traffic department, WCAX Burlington, Vt., to WDRC-AM-FM Hartford, in same capacity.

Wallace Sawyer, assistant film director, WJAR-TV Providence, R. I., to WWLP-TV Springfield, Mass., as film and news director.

Joyce McCluskey, Hollywood radio-TV actress, assigned role in 20th Century-Fox feature film, "Blueprint for Murder."

Merle Travis, folk-singer, KECA-TV Los Angeles *All American Jubilee,* assigned role in Columbia Pictures feature film, "From Here to Eternity."

Stu Wilson, production manager-disc m.c., KBIG Avalon, Calif., made "Master Craftsman of Entertainment" by Printing Industries Assn. and cited for "outstanding service to printing industry of U. S., Hawaii and Canada."

Gren Marsh, formerly of CJBQ Belleville, and CFQC Saskatoon, to announcing staff of CKCK Regina.

Frank Salzarulo, farm editor of *Indianapolis News,* appointed farm director at WIRE same city. **Way Fullington,** station program director, appointed to public relations committee of local Health and Welfare Council.

Shyrlee Stackpole to continuity staff, WIDE Biddeford, Me., replacing **Robert Brown,** now in Armed Forces.

Ann W. Rogers, copy-continuity writer at WCVA Culpeper, Va., promoted to women's director.

Joe W. Kelly Jr., John J. Alves III, Robert M. Hoyt, Robert M. Brown and **Gail Grissom** to announcing staff, WSBT South Bend, Ind.

Dixon L. Harper, farm service director, WIBC Indianapolis, Ind., to WLS Chicago as farm news editor.

Hayden Timmons appointed assistant farm director, WHAS Louisville, Ky.

Felix Grant, disc jockey, WWDC Washington, to WMAL same city, on announcing staff.

William Bidell rejoins KPOL Los Angeles as publicist, on free lance basis.

Gerald M. Healy, director of sports publicity, Holly Cross College, Worcester, Mass., to WWLP (TV) Springfield, as sports editor.

Larry Alexander, WBBM Chicago, rejoins news and announcing staff of WLS Chicago.

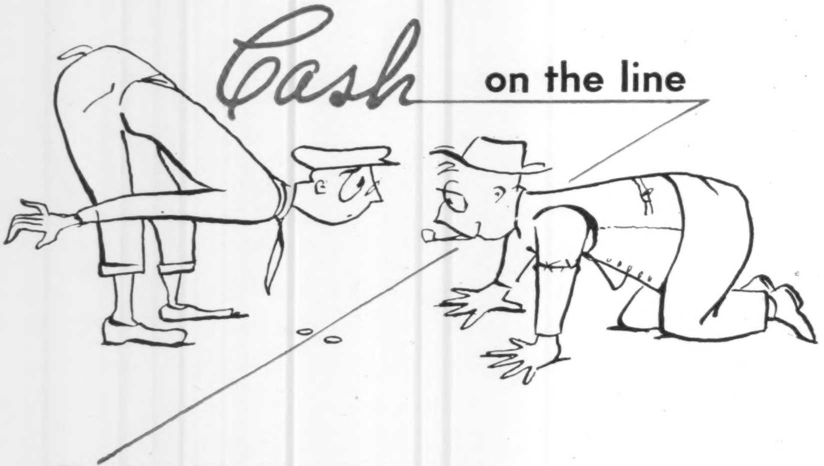
J. Walter Greep to WVJS Ownsboro, Ky., as news analyst.

Myron Weil, producer-director, WTVJ (TV) Miami, and Lois Breslow were married Feb. 21.

Harold Edelstein, musician, KCBS San Francisco, father of boy, Clark Richard.

Joe Croghan, sports announcer, WBAL Baltimore, father of boy, Brian Thomas, Feb. 23. **John Hinkle,** accountant at station, father of girl, Kathleen Mary, Feb. 24.

George Gerard, announcer-engineer, KTRC



The subject of this conversation is . . . *cash.*
It's what every BROADCASTING • TELECASTING subscriber pays to get his copies each week.
The difference between paid circulation and free or partially-free is a difference in results for advertisers.

Paid circulation can only be built, and maintained, on people who want the service. Their willingness to pay lays the foundation for high, consistent readership. Non-readers eliminate themselves by non-renewal. 100% paid circulation indicates 100% intent to read.

By surveyed facts, BROADCASTING • TELECASTING is the best read journal in radio and television. Agencies and advertisers vote it (International Public Opinion Research, Inc.) "most read, most dependable, most useful and most effective for station advertising."
Agencies and advertisers pay more money for BROADCASTING • TELECASTING than for any other radio or television journal.
And gentlemen, who can doubt a dollar?

Paid Circulation . . . the measure of readership

Santa Fe, N. M., father of girl, Valerie Wyn.

James Damon, operations supervisor, KNBH (TV) Hollywood, father of girl, Deborah Ann, Feb. [illegible]4. Mother is **Tessie Ann,** formerly with NBC Hollywood continuity acceptance department and daughter of **William J. Beaton**, vice president and general manager, KWKW Pasadena.

Al R[illegible], purchasing agent, KTTV (TV) Hollywood, father of boy, Thomas, Feb. 25.

Networks

George Gould, Rockhill Productions, N. Y., rejoins CBS-TV as staff director assigned to *Rod Brown Rocket Ranger* show.

Lewis R. Tower, engineering and administrative staff, MBS, to NBC New York, as union relations coordinator.

James T. Victory, salesman for 20th Century-Fox Film Corp., to CBS-TV's film sales staff as account executive.

Samuel Goldwyn Jr., recently released from U. S. Army, to CBS-TV as producer in public affairs department.

David H. Hedley, advertising promotion manager, *Cosmopolitan* magazine, named manager of sales presentations in NBC's advertising and promotion department.

Tom Wright, publicist, Young & Rubicam Inc., Hollywood, and **Robert P. Hardin,** reporter, *Honolulu Star-Bulletin*, to ABC Radio Western Div., as publicists.

Tom Paro, Office of Public Information, Dept. of Defense, returns to MBS sales staff.

Dick Jolliffe, account executive, Columbia Pacific Radio Network and KNX Hollywood, promoted to sales service manager.

William K. Baxley, account executive, KHJ Hollywood, returns to ABC radio Western Div. in same capacity.

John Nilson, account executive, CBS Radio Spot Sales Chicago, added to sales staff, CBS-TV, same city.

Representatives

Frank R. Hussey, member of advertising department of *Chicago Tribune* and previously with John W. Cullen Co., newspaper representatives, appointed account executive at O. L. Taylor Co., radio-TV station representative. He succeeds **George Weiss** who transfers to United Television Programs, Chicago, as salesman.

Frank T. Breslin, commercial manager, WLAN Lancaster, to Avery-Knodel as account executive in New York office.

Jerry Moore, associate, Tracy Moore & Assoc., Hollywood, father of girl, Martha Jane, Feb. 2.

Manufacturing

L. Harriss Robinson appointed manager of Washington, D. C., office of Motorola Communications & Electronics Inc. **John Fussell** named manager of Motorola Inc.'s Region 7, succeeding Mr. Robinson.

Verne G. Rydberg appointed assistant manager of application engineering for electronic tube div., Westinghouse Electric Corp., Elmira, N. Y.

Donald W. Tait, advertising manager for Perlite division of Great Lakes Carbon Corp., N. Y., named manager of sales promotion of equipment sales div., Raytheon Mfg. Corp., Waltham, Mass.

George F. Maedel elected president of RCA Institutes Inc., succeeding **Maj. Gen. George Van Deusen** (USA, ret.), who retired March 1.

Mr. Maedel

Harold Chase, president of Chase Television Service, Detroit, and Television Service Assn. of Michigan Inc., appointed chairman of Television Service Committee of National Appliance & Radio-Television Dealers Assn.

Ray Bellinson, assistant manager promoted to manager and buyer of sound department, Hudson Radio & Television Corp., N. Y.

Robert T. Cavanagh promoted to assistant director of research, Allen B. DuMont Labs. Inc.

Raymond W. Herrick appointed sales manager, radio div., Admiral Corp., Chicago.

Joseph Schlig, manager of advertising and sales promotion, Westinghouse electronic tube div., appointed assistant to **Harold G. Cheney,** division sales manager.

Norman Skier, in charge of new market planning and development for Allen B. DuMont Labs. receiver div., appointed merchandising manager of firm's receiver sales div.

Don G. Mitchell, president, Sylvania Electric Products Inc., N. Y., elected to board of directors of Irving Trust Co.

William Balderston, president, Philco Corp., Phila., elected to board of directors, National Industrial Conference Board.

Robert Cheshire, southwest regional manager, DuMont Labs., to Hoffman Radio Corp., in same capacity to handle eastern Texas, Louisiana, Tennessee and Arkansas with headquarters in Dallas.

A. C. Davis, chief engineer, Cinema Engineering Co., Burbank, Calif., father of boy, Leonard.

Professional Services

Chauncey P. Carter Jr. appointed resident partner in law firm of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.

Program Services

Larry Woolf, writer-producer, Louis G. Cowan Productions, Chicago, father of girl, Terry Allen.

Services

William H. Jack, formerly with Selvage & Lee, N. Y., to Win Nathanson & Assoc., same city, public relations organization.

top performance **guaranteed**

RADIO & TV

STOPWATCH

Minerva

Filmmeter
Model #106F

Special
Professional Price

$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

• Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our
Western Electric Electronic Timer
Write today for new catalog

5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

$28 MILLION SPENT ON CANADA RADIO IN '52

CANADA

CANADIAN advertisers spent about $28 million for time on Canadian stations in 1952, according to Pat Freeman, advertising director of the Canadian Assn. of Broadcasters. In addition, almost $5 million was spent on recordings and transcribed programs and talent, Mr. Freeman estimates.

Mr. Freeman, in a first-time survey of national advertising in Canada, found that about 700 national advertisers used Canadian radio last year, spending about $10 million on national selective or spot program time. Also, Canadian Broadcasting Corp. reported network revenue of about $2½ million and about $1½ million was turned over to independent stations for network time sales, bringing the national time sales to about $14 million.

It is estimated that about the same amount is spent for local time sold by Canadian independent stations, with talent and costs of recorded programs extra. Mr. Freeman plans to make a survey of local time sales this year, showing what specific retail categories spend.

B. C. Broadcasters Elect Rea

CANADA

WILLIAM REA, owner of CKNW New Westminster, was elected president of the British Columbia Assn. of Broadcasters at the annual meeting in Victoria. Maurice Finnerty, CKOK Penticton, is vice president, and C. Rudd, CHUN Nanaimo, director.

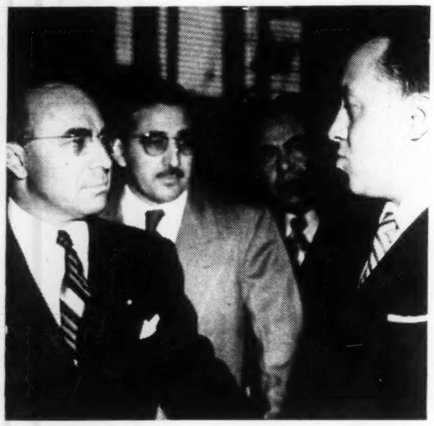
At least

60% of all television receiver tuners have at least one Mycalex 410 or 410X glass-bonded mica Tube Socket . . .

ASK YOUR CHIEF ENGINEER WHY

SINCE 1919
MYCALEX
THE INSULATOR ®

MYCALEX TUBE SOCKET CORPORATION
Under exclusive License of Mycalex Corporation of America, world's largest manufacturer of glass-bonded mica insulation
113 CLIFTON BOULEVARD, CLIFTON, N.J.



CLEMENTE Serna Martinez (foreground, l), president of Radio Programas de Mexico S. A., Mexico City, chats with Arq. Carlos Lazo (r), new communications minister of Mexico, after a convention in Mexico City.

CBC TO HEAR TV BIDS MARCH 27

CANADA

SEVEN applications for independent Canadian TV stations will be heard by the Canadian Broadcasting Corp. board of governors, in Ottawa March 27.

Included in the bids will be the application of CKLW Windsor, Ont., outlet which serves the Windsor-Detroit, Mich., area. CKLW is seeking vhf Ch. 9.

Board will also hear the joint application for vhf Ch. 13 of the three Hamilton, Ont., radio outlets (CHML, CJXH and CKOC), as well as bids from CKSO Sudbury, Ont., for vhf Ch. 5; CFPL London, Ont., vhf Ch. 10; CHSJ St. Johns, N. B., vhf Ch. 4; CJCB Sydney, N. S., vhf Ch. 4, and Quebec Television Ltd., vhf Ch. 4. Last named has no radio connections and is a subsidiary of Famous Players Canadian Corp., moving picture and theatre organization.

CBC said that other applications received are not sufficiently complete for hearing at the present time.

CKEY Restricts Communists

CANADA

CKEY Toronto has decided to ban all between-election broadcasts by Communists or fellow-travelers, according to Don Insley, program director. Adverse publicity on recent Communist-sponsored broadcasts had some bearing on the decision.

CKEY always has aired broadcasts from all political parties as part of its free speech policy. Henceforth a management committee will go over all political speeches to decide whether they are pro-Communist. At election times, according to Canadian law, time must be given to all political parties.

CAAA Has 45 Members

CANADA

CANADIAN Assn. of Advertising Agencies, with executive offices at Toronto, now lists 45 members which place 92% of all national advertising in Canada. Russell C. Ronalds of Ronalds Adv. Agency, Montreal, is president of the agency group.

Outline Fund-Raising For 'Non-Profit' Chicago Outlet

A LEADING industrialist and a member of the Illinois legislature last week initiated, on separate fronts, fund raising for non-commercial, educational TV in Chicago.

Edward L. Ryerson, chairman of Inland Steel Co. and head of a money-raising Citizens Committee for Educational Television, explained the plan to business and civic leaders at a luncheon last Tuesday. He reportedly was assured of cooperation in a drive for some $500,000 by June 2 to set up a station on vhf Ch. 11 [B•T March 2].

At the same time, Rep. Charles H. Weber (D-Chicago) introduced a bill in the Illinois House which would authorize $1 million each for building and equipping educational stations in Chicago and at the U. of Illinois, at Urbana-Champaign.

Rep. Weber noted the New York state legislature is considering similar legislation which would appropriate $1.6 million for three "pilot" educational TV stations and about $6 million for a 10-station educational video network [B•T March 2].

Under Mr. Weber's measure, which comes up this week for hearing before the legislature's Appropriations Committee, the money would be voted before July under an emergency clause.

Whether the Illinois legislature would go along with Rep. Weber's legislation was a matter of conjecture. On the same day he introduced his measure, however, the House denounced the moral content of some commercial TV program fare.

A feature of the Chicago vhf Ch. 11 plan is to interest large corporations to donate monies not only to put the station on the air but also for so-called "courtesy" announcements covering program blocks. Advocates of the plan deny this would circumvent the "non-commercial" provision set forth by FCC, claiming that their plan would apportion costs among participating firms rather than involve the selling of time.

Ohio Legislature Studies Five-Station TV Network

OHIO state network operated among five state-supported universities at an annual cost of $750,000 was proposed to the state legislature last Monday by the Ohio Program Commission, a state planning group.

Group suggested stations be located at Kent State, Bowling Green State, Ohio State and Miami and Ohio Universities, with Central State College, another state-supported school, working through the Ohio State U. outlet. The commission recommended that all public and private schools coop.

The commission set an installation cost at $2,127,700 for all five stations, and an annual $750,000 operating expense. An inter-connection service among the outlets would cost $345,000 yearly, the group estimated, providing network facilities for any city which operates an educational station of its own.

Tarzian Scholarships

FIRST radio-television scholarship has been given to Indiana U. by Mr. and Mrs. Sarkes Tarzian, owners of WTTS and WWTV (TV) Bloomington, Ind. Two scholarships, valued at $250 each, will be awarded in radio and in TV next fall on the basis of scholastic record and broadcast proficiency, according to Elmer G. Sulzer, director of the school's radio and television services.

DISCUSSING news broadcasts at a U. of Minnesota-Northwest Radio-TV News Assn. session are (l to r), Allen Forbes, NRTNA president and WCCO Minneapolis newsman; Jim Bormann, the station's radio news director; Dr. Ralph Casey, dean, U. of Minnesota journalism school; Sig Mickelson, director, news and public affairs, CBS-TV; Ray Nixon, professor, U. of M. journalism school, and Charles Sarjeant, associate news director, WCCO. At the meeting, WCCO won first place in NRTNA's annual community service competition with its *Call Main 1361*, produced cooperatively with the Minneapolis police department.

WWJ-TV Offers Know-How

MANAGEMENT of WWJ-TV Detroit and its licensee, the *Detroit News*, has offered station and executive services in aiding the Detroit Educational Television Foundation, organized to put an educational video station on the air. The *News* station telecast the first "telecourse" in cooperation with the U. of Michigan, and works regularly with other schools and colleges in telecasting educational programs.

Ford Foundation's Fund for Adult Education has allocated $150,000 to the project, and some $750,000 in assets have been offered by the U. of Detroit, Wayne U. and the Detroit Board of Education. An additional $750,000 is the goal of a popular subscription drive.

St. Louis School TV Office

ST. LOUIS Educational Television Commission has announced the opening of its new headquarters in a downtown office building. Mrs. Conrad Sommer, campaign chairman of the commission, said the offices' location is not connected with any of the cooperating agencies. Vhf Ch. 9 has been reserved by FCC for educational TV in St. Louis.

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CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 MADISON AVE., NEW YORK,
CAN TELL YOU MORE ABOUT
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Churchmen Explore Sponsors To Combat Financial Plight

FEASIBILITY of commercial sponsorship for religious programs as a means of relieving the financial plight of religious broadcasters was examined last Tuesday by a panel of speakers at a session of the two-day annual meeting of the Broadcasting and Film Commission of the National Council of the Churches of Christ in the USA.

The discussion was part of a series held under the auspices of the commission on Tuesday and Wednesday in New York on its activities in the radio, television and film fields [B•T, March 2].

Dr. Ronald Bridges, executive director of the commission, explained that increasing costs compelled his organization to explore all possible methods of raising additional revenue. He noted that at present the various denominations financed approximately one-quarter of the commission's budget and the rest was contributed by listeners and viewers. He stressed that the commission's "traditional position" has been in opposition to commercial sponsorship.

Fellows' Speech

Harold Fellows, NARTB president, urged that the commission consider commercial sponsorship for programs stressing "broad spiritual messages and values." He agreed that programs of the preacher-type and those concerned exclusively with a specific denomination would not lend themselves to commercial sponsorship.

A panel discussion on contents of religious and TV programming reached the conclusion that broadcasters must endeavor to reach the audience that "does not go to church and does not regularly listen to religious programs."

Panel participants were: George Crothers, CBS director of religious broadcasts; Ruth Trexler, ABC director of religious and women's programs; Marilyn Kaemmerle, NBC supervisor of religious programs and educational features; Dorothy Kemble, MBS director of religious programs, and Doris Ann, NBC-TV supervisor of religious programs.

New officers of the commission elected Wednesday were: Dr. Clayton T. Griswold, chairman, replacing Dr. Truman B. Douglass; Rev. John M. Alexander of Atlanta, and George W. T. Renneisen of Philadelphia, vice chairmen; Mrs. Jessie Bader, secretary, and Paul F. Ely, associate treasurer.

TV Is Seen as Aid

IDEAL of a great educational institution —superior teachers and few students for each teacher—may be nearer than is believed with the advent of television. That is the attitude of Dr. Henry Chauncey, president of the Educational Testing Service of Princeton, N. J., a leading exponent of the "master teacher" plan.

How TV might revolutionize educational techniques was discussed by Dr. Chauncey in the 1952 annual report of the Educational Testing Service published recently.

Calling attention to the grave teacher shortage in the U.S.—52,600 below minimum standards and 120,000 short of desirable standards—Dr. Chauncey urged that teaching jobs be reorganized so that specialized skills of the better teachers might be utilized to greater advantage.

Instead of three teachers, Dr. Chauncey believes one "master" teacher with the aid of a clerical assistant and honor students can accomplish the same thing.

Referring to the 242 noncommercial TV channels reserved for educational use, Dr. Chauncey warned that much of the potential value of these frequencies might be lost unless plans for their use "take into account the possibility of fundamental reorganization of the entire structure of elementary education, rather than limiting itself to the question of how best to fit educational television . . . into the existing structure."

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Upcoming Events

March 9-12: Canadian Assn. of Broadcasters annual convention, Mount Royal Hotel, Montreal.

March 12: FCC appears before House Interstate & Foreign Commerce Committee, New House Office Bldg., Room 1334, 10 a.m.

March 15-16: Arkansas Broadcasters Assn., annual spring membership meeting, Marion Hotel, Little Rock.

March 16: Texas Assn. of Broadcasters meet, Commodore Perry Hotel, Austin.

March 18-20: Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 20: Indiana Broadcasters Assn., Columbia Club, Indianapolis.

March 22: Electronic manufacturers (with government contracts) meet under sponsorship of Radio-Television Mfrs. Assn.'s Technical Products Div.; Roosevelt Hotel, New York.

March 23-26: Institute of Radio Engineers annual convention, Waldorf-Astoria Hotel, New York.

March 26-28: Alabama Broadcasters Assn. annual spring meeting, Florence, Ala.

March 26-28: Board of Governors, Canadian Broadcasting Corp., meeting at Ottawa.

March 27-28: Florida Television Conference for TV applicants, WTVJ (TV) Miami.

March 28: West Virginia Broadcasters Assn. annual spring meeting, Daniel Boone Hotel, Charleston, W. Va.

April 11: New England Radio Engineering Meeting, sponsored by the North Atlantic Region, Institute of Radio Engineers, U. of Connecticut, Storrs, Conn.

April 12: Seventh annual Frances Holmes awards luncheon, Hotel Statler, Los Angeles.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 14-17: Advertising Federation of America 49th Annual Convention, Hotel Statler, Cleveland.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

Sept. 1-3: International Sight and Sound Exposition and Audio Fair, Palmer House, Chicago.

Sept. 28-30: National Electronics Ninth Annual Conference, Hotel Sherman, Chicago.

Oct. 12-15: Financial Public Relations Assn., Sheraton Cadillac Hotel, Detroit.

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Five years on the air, Everybody's Radio Shop with 14 announcements and 7 quarter hours per week! It's radio for radio in New Haven. And in New Haven Radio it's WNHC!

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NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

New Grantees' Commencement Target Dates

‡On the air, operating commercially
* Educational permittee
ST—Shares Time

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
WAKR-TV Akron, Ohio (49)	9/4/52 Spring 1953	.... Weed
WTVZ (TV) Albany, N. Y. (*17)	7/24/52 Unknown	....
WFBG-TV Altoona, Pa. (10)	12/31/52 ‡3/1/53	NBC H-R Reps.
KFDA-TV Amarillo, Tex. (10)	10/16/52 March	.... Branham
KGNC-TV Amarillo, Tex. (4)	10/9/52 3/22/53	NBC, DuM Taylor
WPAG-TV Ann Arbor, Mich. (20)	9/25/52 3/15/53	.... McGillvra
WRTV (TV) Asbury Park, N. J. (58)	10/2/52 Late 1953	....
WISE-TV Asheville, N. C. (62)	10/30/52 5/30/53	.... Bolling
WPTV (TV) Ashland, Ky. (59)	8/14/52 May 1	....
WICA-TV Ashtabula, Ohio (15)	2/5/53 Unknown	....
WFPG-TV Atlantic City, N. J. (46)	10/30/52 ‡12/21/52	NBC, ABC, CBS, DuM Pearson
Matta Entrprs., Atlantic City, N. J. (52)	1/8/53 Unknown	....
KCTV (TV) Austin, Tex. (18)	7/11/52 Unknown	....
KTBC-TV Austin, Tex. (7)	7/11/52 ‡11/27/52	CBS, ABC, NBC, DuM Taylor
KTVA (TV) Austin, Tex. (24)	8/21/52 Unknown	....
KAFY-TV Bakersfield, Calif. (29)	12/23/52 April-May	ABC, CBS, DuM, NBC Forjoe
WITH-TV Baltimore, Md. (60)	12/18/52 Unknown	....
WABI-TV, Bangor, Me. (5)	12/31/52 ‡1/31/53	.... Hollingbery
WAFB-TV Baton Rouge, La. (28)	8/14/52 ‡2/15/53	CBS, DuM NBC, ABC Adam Young
KHTV (TV) Baton Rouge, La. (40)	12/18/52 Unknown	....
WBCK-TV Battle Creek, Mich. (58)	11/20/52 August	....
WBKZ-TV Battle Creek, Mich. (64)	10/30/52 5/15/53	ABC, DuM ....
KBMT (TV) Beaumont, Tex. (31)	12/4/52 4/1/53	.... Taylor
WTVI (TV) Belleville, Ill. (54)	11/20/52 5/1/53	CBS Weed
KVOS-TV Bellingham, Wash. (12)	1/23/53 April-June	....
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	.... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
WLEV-TV Bethlehem, Pa. (51)	10/30/52 Winter 1953	Meeker ....
KOOK-TV Billings, Mont. (2)	2/5/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
WQTV (TV) Binghamton, N. Y. (*46)	8/14/52 Unknown	....
WJLN-TV Birmingham, Ala. (48)	12/10/52 Unknown	....
WSGN-TV Birmingham, Ala. (42)	12/18/52 Unknown	....
KFYR-TV Bismark, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	.... Blair
Rudman TV Co., Bismark, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
KTVI (TV) Boise, Idaho (9)	1/15/53 Fall, 1953	.... Hollingbery
KIDO-TV Boise, Ida. (7)	12/23/52 7/1/53	NBC Blair TV
WICC-TV Bridgeport, Conn. (43)	7/11/52 3/20/53	ABC Adam Young
WSJL (TV) Bridgeport, Conn. (49)	8/14/52 Unknown	....
Conn. Bd. of Ed., Bridgeport, Conn. (*71)	1/29/53 Unknown	....

Location & Channel	Date Granted & Target for Start	Network Representative
WTVF (TV) Buffalo, N. Y. (*23)	7/24/52 Unknown	....
WBES-TV Buffalo N. Y. (59)	12/23/52 Unknown	....
WBUF (TV) Buffalo, N. Y. (17)	12/18/52 4/1/53	....
KOPR-TV Butte, Mont. (4)	1/15/53 September	ABC Hollingbery
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	....
Midwest TV Inc., Champaign, Ill. (3)	2/26/53 Summer 1953	....
WCSC-TV Charleston, S. C. (5)	10/30/52 4/1/53	ABC, CBS, DuM, NBC Free & Peters
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	.... Weed TV
WCHV-TV Charlottesville, Va. (64)	1/29/53 9/1/53	....
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	.... Bolling
WOUC (TV) Chattanooga, Tenn. (49)	8/21/52 Unknown	.... Pearson
WTVT (TV) Chattanooga, Tenn. (43)	8/21/52 Unknown	....
KFBC-TV Cheyenne, Wyo. (5)	1/23/53 Unknown	....
WHFC-TV Chicago, Ill. (26)	1/8/52 Unknown	....
KFUO-TV Clayton, Mo. (30)	2/5/53 Unknown	....
Telepolitan Bcstg. Co., Clovis, N. M.	3/4/53 Unknown	....
KKTV (TV) Colorado Springs, Col. (11)	11/28/52 ‡12/7/52	ABC, CBS DuM ....
KRDO-TV Colorado Springs, Col. (13)	11/20/52 April	.... McGillvra
KOMU-TV Columbia, Mo. (8)	1/15/53 July	....
WCOS-TV Columbia, S. C. (25)	9/18/52 April	ABC, NBC Headley-Reed
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WNOK-TV Columbia, S. C. (67)	9/18/52 April	CBS, DuM Raymer
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
UHF TV Co., Dallas, Tex. (23)	1/15/53 Unknown	....
WDAN-TV Danville, Ill. (24)	12/10/52 Unknown	.... Everett-McKinney
WBTM-TV Danville, Va. (24)	12/18/52 Unknown	....
WIFE (TV) Dayton, Ohio (22)	11/26/52 July	.... Headley-Reed
WMSL-TV Decatur, Ala. (23)	2/26/53 Unknown	....
WTVP (TV) Decatur, Ill. (17)	11/20/52 July 1	CBS ....
KBTV (TV) Denver, Col. (9)	7/11/52 ‡10/2/52	CBS, ABC Free & Peters
KDEN (TV) Denver, Col. (26)	7/11/52 Spring 1953	....
KFEL-TV Denver, Col. (2)	7/11/52 ‡7/18/52	NBC, DuM Blair-TV Inc.
KIRV (TV) Denver, Col. (20)	9/18/52 Unknown	....
WFTV (TV) Duluth, Minn. (38)	10/24/52 5/1/53	ABC, CBS, DuM, NBC Adam Young
Allen & Sons, Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM ....
WKAR-TV East Lansing, Mich. (60)	10/16/52 September	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Spring 1953	.... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	.... Hollingbery
WTVE (TV) Elmira, N. Y. (24)	11/6/52 March	.... Forjoe
El-Cor TV Inc., Elmira, N. Y. (18)	2/26/53 Unknown	.... Everett-McKinney
KEPO-TV El Paso, Tex. (13)	10/24/52 Early 1953	.... Avery-Knodel
KROD-TV El Paso, Tex. (4)	7/31/52 ‡12/14/52	CBS, DuM Taylor
KTSM-TV El Paso, Tex. (9)	8/14/52 ‡1/4/53	NBC Hollingbery
W. G. Allen, Eugene, Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
WSEE-TV Fall River, Mass. (46)	9/14/52 May	....
WDAY-TV Fargo, N. D. (6)	1/15/53 Unknown	NBC Free & Peters
KACY (TV) Festus, Mo. (14)	12/31/52 7/1/53	....
WTAC-TV Flint, Mich. (16)	11/20/52 Unknown	....
WCTV (TV) Flint, Mich. (28)	7/11/52 9/1/53	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	.... Pearson
WFTL-TV Fort Lauderdale, Fla. 23)	7/31/52 4/1/53	.... Weed
WITV (TV) Fort Lauderdale, Fla. (17)	7/31/52 Late 1953	....
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/1/53	.... Pearson
WFMD-TV Frederick, Md. (62)	10/24/52 Unknown	....
KMJ-TV Fresno, Calif. (24)	9/18/52 5/1/53	.... Raymer
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	.... Weed
KGUL-TV Galveston, Tex. (11)	11/20/52 3/1/53	CBS ....
KTVR (TV) Galveston, Tex. (41)	11/20/52 Late Summer-Early Fall, '53	....
KFBB-TV Great Falls, Mont. (5)	1/15/53 Unknown	CBS Weed
WBAY-TV Green Bay, Wis. (2)	11/13/52 3/15/53	CBS Weed
WCOG-TV Greensboro, N. C. (57)	11/20/52 Unknown	....
WGVL (TV) Greenville, S. C. (23)	1/23/53 Unknown	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
WVEC-TV Hampton, Va. (15)	2/5/53 8/1/53	.... Rambeau
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
WHP-TV Harrisburg, Pa. (55)	9/25/52 May	.... Bolling
WTPA (TV) Harrisburg, Pa. (71)	12/31/52 Unknown	....
Conn. Bd. of Ed., Hartford, Conn. (*24)	1/29/53 Unknown	....
WAZL-TV Hazleton Pa. (63)	12/18/52 Unknown	.... Meeker
WEHT (TV) Henderson, Ky. (50)	11/20/52 May 1	....
WHYN-TV Holyoke, Mass. (55)	7/11/52 Early 1953	CBS Branham
KGMB-TV Honolulu, T. H. (9)	8/7/52 ‡12/1/52	CBS, ABC, NBC Free & Peters
KONA (TV) Honolulu, T. H. (11)	10/24/52 ‡11/22/52	DuM Forjoe
KUHT (TV) Houston, Tex. (*8)	8/21/52 Unknown	....
KNUZ-TV Houston, Tex. (39)	1/8/53 July	.... Forjoe
Uhf TV Co., Houston, Tex. (23)	1/8/53 Unknown	....
KTVH (TV) Hutchinson, Kan. (12)	1/8/53 July-Aug. 1953	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC ....
WHCU-TV Ithaca, N. Y. (20)	1/8/53 11/15/53	....
WIET (TV) Ithaca, N. Y. (*14)	1/8/53 Unknown	....
WIBM-TV Jackson, Mich. (48)	11/20/52 Unknown	....
WJTV (TV) Jackson, Miss. (25)	9/11/52 ‡1/15/53	CBS, ABC, NBC, DuM Katz
WJHL-TV Johnson City, Tenn. (11)	1/29/53 9/1/53	.... Pearson
WJTN-TV Jamestown, N. Y. (58)	1/23/53 Unknown	....
WARD-TV Johnstown, Pa. (56)	11/20/52 Unknown	.... Weed
WKMI-TV Kalamazoo, Mich. (36)	11/26/52 Unknown	....
KCTY (TV) Kansas City, Mo. (25)	1/23/53 Unknown	....
WKNY-TV Kingston, N. Y. (66)	1/23/53 Unknown	.... Meeker
WFAM-TV Lafayette, Ind. (59)	12/23/52 5/1/53	.... Rambeau
KTAG (TV) Lake Charles, La. (25)	12/18/52 April-June	.... Adam Young
WONN-TV Lakeland, Fla. (16)	12/31/52 Unknown	....
WILS-TV Lansing, Mich. (54)	2/5/53 9/1/53	....
KSWO-TV Lawton, Okla. (7)	12/4/52 March 1	.... Everett-McKinney
WIMA-TV Lima, Ohio (35)	12/4/52 Summer 1953	.... Weed
WLOK-TV Lima, Ohio (73)	11/20/52 3/15/53	.... H-R Reps
KFOR-TV Lincoln, Neb. (10)	10/16/52 4/1/53	.... Raymer
KOLN-TV Lincoln, Neb. (12)	10/2/52 ‡2/17/53	.... Weed
KRTV (TV) Little Rock, Ark. (17)	9/18/52 4/15/53	.... Pearson
KETV (TV) Little Rock, Ark. (23)	10/30/52 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 Unknown	....
KPIK (TV) Los Angeles (22)	12/10/52 9/1/53	....
KUSC-TV Los Angeles (*28)	8/28/52 Early March	....
WKLO-TV Louisville, Ky. (21)	11/26/53 Spring 1953	....
WLOU-TV Louisville, Ky. (41)	1/15/53 Unknown	....
KCBD-TV Lubbock, Tex. (11)	10/9/52 March-April	ABC, NBC Pearson
KDUB-TV Lubbock, Tex. (13)	10/9/52 ‡11/13/52	CBS, DuM Avery-Knodel
WLVA-TV Lynchburg, Va. (13)	11/13/52 ‡2/8/53	CBS, DuM Hollingbery
WWOD-TV Lynchburg, Va. (16)	11/6/52 Unknown	....
WETV (TV) Macon, Ga. (47)	2/12/53 Unknown	....
WKOW-TV Madison, Wis. (27)	1/8/53 July	.... Headley-Reed
WMTV (TV) Madison, Wis. (33)	1/23/53 Unknown	....
KSAC-TV Manhattan, Kan. (*8)	7/24/53 Unknown	....
WMAC-TV Massillon, Ohio (23)	9/4/52 4/1/53	....
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....

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RCA-1850A. Iconoscope—in stock for immediate delivery RCA-1850A, $540

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THE GREAT COLORADO MARKET

Population 1,325,089
% Increase over 1940..............18.0
Total Retail Sales....$1,257,095,000
Total Urban Population......831,318
Total Rural Population........493,771
TV Sets in Area....................117,299
(Rocky Mtn. Elec. League-Jan. 1)

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WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

Location & Channel	Date Granted & Target for Start	Network Representative
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53 Unknown	....
WHBQ-TV Memphis, Tenn. (13)	1/29/53 8/1/53	....
WCOC-TV Meridian, Miss. (30)	12/23/52 Unknown	CBS ....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/15/53	....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
WCAN-TV Milwaukee, Wis. (25)	2/5/53 Unknown	....
KCJB-TV Minot, N. D. (13)	2/11/53 6/15/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WALA-TV Mobile, Ala. (10)	11/26/52 ‡1/4/53	ABC, CBS, NBC Headley-Reed
WKAB-TV Mobile, Ala. (48)	8/7/52 ‡12/30/52	DuM, CBS Forjoe
KNOE-TV Monroe, La. (8)	12/4/52 4/1/53	.... H-R Reps
KFAZ (TV) Monroe, La. (43)	12/10/52 4/1/53	....
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 March	.... Taylor
WLBC-TV Muncie, Ind. (49)	10/30/52 4/1/53	CBS, DuM Walker-N.Y.; Holman-Cgo.
WTVM (TV) Muskegon, Mich. (35)	12/23/52 Unknown	....
WNAM-TV Neenah, Wis. (42)	12/23/52 Fall-1953	.... Clarke
WNBH-TV New Bedford, Mass. (28)	7/11/52 Unknown	.... Walker
WKNB-TV New Britain, Conn. (30)	7/11/52 ‡2/13/53	CBS, DuM Bolling
WTLV (TV) New Brunswick, N. J. (*19)	12/4/52 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 March	.... Meeker
WNLC-TV New London, Conn. (26)	12/31/52 8/1/53	....
WJMR-TV New Orleans, La (61)	2/18/53 5/18/53	.... Bolling
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WGTV (TV) New York City (*25)	8/14/52 Unknown	....
Regional Television Corp., Northampton, Mass. (36)	1/23/53 Fall-1953	....
Greylock Bcstg. Co., North Adams, Mass. (74)	2/18/53 Unknown	....
Conn. Bd. of Ed., Norwich, Conn. (*63)	1/29/53 Unknown	....
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WOSH-TV Oshkosh, Wis. (48)	11/26/52 4/15/53	....
W. Va. Entprs. Inc., Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WPFA (TV) Pensacola, Fla. (15)	11/13/52 June	.... Young
WEEK-TV Peoria, Ill. (43)	8/28/52 ‡2/1/53	NBC Headley-Reed
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	.... Petry
WIP-TV Philadelphia, Pa. (29)	11/26/52 Unknown	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 Aug. 1	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 August	.... Headley-Reed
WENS (TV) Pittsburgh, Pa. (16)	12/23/52 July-August	ABC Petry
WKJF-TV Pittsburgh, Pa. (53)	1/8/53 Unknown	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS ....
KWIK-TV Pocatello, Idaho (10)	2/26/53 Spring 1954	.... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	....
KPTV (TV) Portland, Ore. (27)	7/11/52 ‡9/19/52	NBC NBC Spot Sales
WEOK-TV Poughkeepsie, N. Y. (21)	11/26/52 Dec. 1953	....
KCSJ-TV Pueblo, Col. (5)	10/30/52 4/1/53	.... Avery-Knodel
KDZA-TV Pueblo, Col. (3)	11/18/52 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 3/1/53	CBS Avery-Knodel
KZTV (TV) Reno, Nev. (8)	12/23/52 March	....
WEEU-TV Reading, Pa. (33)	9/4/52 3/1/53	NBC Headley-Reed
WHUM-TV Reading, Pa. (61)	9/4/52 ‡2/22/53	CBS H-R Reps.
WROV-TV Roanoke, Va. (27)	9/18/52 ‡2/23/53	ABC Burn-Smith
WSLS-TV Roanoke, Va. (10)	9/11/52 ‡12/11/52	NBC, CBS Avery-Knodel
KROC-TV Rochester, Minn. (10)	1/15/53 May	.... Meeker
WROH (TV) Rochester, N. Y. (*21)	7/24/52 Unknown	....
WTVO (TV) Rockford, Ill. (39)	9/11/52 April	NBC Weed
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	.... Weed
KSWS-TV Roswell, N. M. (8)	1/29/53 Unknown	....
WKNX-TV Saginaw, Mich. (57)	10/2/52 March	.... Gill & Perna
WJON-TV St. Cloud, Minn. (7)	1/23/53 May-June	.... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 May	.... Headley-Reed
KSTM-TV St. Louis, Mo. (36)	1/15/53 April 15	....
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WSUN-TV St. Petersburg, Fla. (38)	10/9/52 5/1/53	.... Weed
L. A. Harvey, Salem, Ore. (24)	1/29/53 July	....
KICU (TV) Salinas, Calif. (28)	1/15/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
KGKL-TV San Angelo, Tex. (3)	12/18/52 Unknown	.... Pearson
KTXL-TV San Angelo, Tex. (8)	11/26/52 Unknown	....
KITO-TV San Bernardino, Calif. (18)	11/6/52 Fall 1953	.... Hollingbery
WKAQ-TV San Juan, P. R. (2)	7/24/52 1954	.... Inter-American
WLEC-TV Sandusky, Ohio (42)	1/23/53 12/1/53	....
KEYT (TV) Santa Barbara, Calif. (3)	11/13/52 4/1/53	ABC, DuM CBS, NBC Hollingbery
Greer & Greer, Santa Fe, N. M. (2)	1/23/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	.... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 April	CBS Blair-TV Inc.
WTVU (TV) Scranton Pa. (73)	8/14/52 April 15	.... Bolling
KRDO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex.	3/4/53 Late Summer, '53	....
KWTV (TV) Sioux City, Iowa (36)	10/30/52 Unknown	....
KVTV (TV) Sioux City (9)	11/20/52 3/29/53	CBS Katz
KELO-TV Sioux Falls S. D. (11)	11/20/52 3/1/53	.... Taylor
WSBT-TV South Bend, Ind. (34)	8/28/52 ‡12/22/52	NBC, CBS Raymer
KHQ-TV Spokane, Wash. (6)	7/11/52 ‡12/22/52	NBC, ABC Katz
KXLY-TV Spokane, Wash. (4)	7/11/52 ‡1/20/53	CBS, DuM Walker, Pac. NW Bcstrs
WWLP (TV) Springfield, Mass. (61)	7/11/52 March	.... Hollingbery
KTTS-TV Springfield, Mo. (10)	10/9/52 April	CBS, DuM Weed

GET TEXAS MONEY!

Over Half Million Dollars..a day Pouring from our East Texas Oil Field Alone!

KFRO

"Voice of Longview" — **TEXAS**

Location & Channel	Date Granted & Target for Start	Network Representative
KYTV (TV) Springfield, Mo. (3)	1/8/53 July	....
Plains TV Co., Springfield, Ill. (46)	2/26/53 Unknown	....
KTVU (TV) Stockton, Calif. (36)	1/8/53 September	.... Hollingbery
WHTV (TV) Syracuse, N. Y. (*43)	9/18/52 Unknown	....
KMO-TV Tacoma, Wash. (13)	12/10/52 6/1/53	.... Branham
KTNT-TV Tacoma, Wash. (11)	12/10/52 ‡3/1/53	CBS, DuM Weed
KCEN-TV Temple, Tex. (6)	1/29/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	.... Taylor
KCNA-TV Tucson, Ariz. (9)	12/18/52 Unknown	....
KOPO-TV Tucson, Ariz. (13)	11/13/52 ‡2/1/53	....
KVOA-TV Tucson, Ariz. (4)	11/13/52 Unknown	NBC Raymer
Elfred Beck, Tulsa, Okla. (23)	2/26/53 Unknown	....
KETX (TV) Tyler, Tex. (19)	1/29/53 6/1/53	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	.... Southern TV & Radio Sales
KANG-TV Waco, Tex. (34)	11/13/52 7/1/53	....
WHHH-TV Warren, Ohio (67)	11/6/52 Unknown	....
WATR-TV Waterbury, Conn. (53)	10/30/52 5/1/53	.... Rambeau
WWNY-TV Watertown, N. Y. (48)	12/23/52 Unknown	.... Weed
WIRK-TV West Palm Beach, Fla. (21)	12/18/52 Unknown	....
Polan Indstrs., Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
KFDX-TV Wichita Falls, Tex. (3)	12/18/52 3/18/53	....
KTVW (TV) Wichita Falls, Tex. (22)	11/6/52 April	....
KWFT-TV Wichita Falls, Tex. (6)	1/23/53 ‡3/1/53	CBS Blair-TV
WBRE-TV Wilkes-Barre, Pa. (28)	10/2/52 ‡1/1/53	NBC Headley-Reed
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 March	ABC-DuM Avery-Knodel
WRAK-TV Williamsport, Pa. (36)	11/13/52 Unknown	....
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM ....
KIMA-TV Yakima, Wash. (29)	12/4/52 March	.... Weed
KIT-TV Yakima, Wash. (23)	12/4/52 August	....
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
WSBA-TV York, Pa. (43)	7/11/52 ‡12/22/53	ABC Radio-TV Reps.
WFMJ-TV Youngstown, Ohio (73)	7/11/52 ‡2/18/53	NBC Headley-Reed
WKBN-TV Youngstown, Ohio (27)	7/11/52 ‡1/11/53	CBS, DuM ABC Raymer
WUTV (TV) Youngstown, Ohio (21)	9/25/52 7/21/53	....
WHIZ-TV Zanesville, Ohio (50)	12/10/52 4/1/53	.... Pearson

ACTIONS OF THE FCC

February 26 through March 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parenthesis)

FCC Broadcast Station Authorizations as of Jan. 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,379	573	98
CPs on air	20	39	39
Total on air	2,399	612	137
CPs not on air	130	15	177
Total authorized	2,529	627	314
Applications in hearing	161	5	66
New station requests	246	12	791
Facilities change requests	194	39	28
Total applications pending	870	183	877
Licenses deleted in Jan.	1	5	0
CPs deleted in Jan.	1	0	0

***Does not include noncommercial educational FM and TV stations.**

• • •

AM and FM Summary through March 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,400	2,380	176	261	165
FM	613	574	56	10	5

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	89	178	267
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	128	14	142

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	741	328	592	476	1,069 [1]
Educational	21		6	15	21
Total	762	328	598	491	1,090 [2]

[1] One applicant did not specify channel.
[2] Includes 281 already granted.

• • •

Processing on city priority Gr. A-2 line has extended to city No. 310.

Processing on city priority Gr. B line has extended to city No. 201.

New TV Stations . . .

Decisions

Decatur, Ala.—Tennessee Valley Bcstg. Co. (WMSL). Granted uhf Ch. 23 (524-530 mc); ERP 21.5 kw visual, 12 kw aural; antenna height above average terrain 120 ft., above ground 180 ft. Engineering conditions. Estimated construction cost $153,000, first year operating cost $94,000, revenue $138,658. Post office address 520 Bank St., Decatur, Ala. Studio location to be determined. Transmitter location Danville Road, at site of WMSL transmitter. Geographic coordinates 86° 59′ 27.8″ N. Lat., 34° 36′ 44.2″ W. Long. Transmitter and antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Frank Whisenant** (84%) and Treasurer **Alice Whisenant** (15%), wife of Mr. Whisenant. File No.: BPCT-1488. City priority status: Gr. A-2, No. 266. Granted Feb. 25.

Valdosta, Ga. — WGOV-TV Inc. (WGOV). Granted uhf Ch. 37 (608-614 mc); ERP 98 kw visual, 52 kw aural; antenna height above average terrain 321 ft., above ground 342 ft. Engineering conditions. Estimated construction cost $167,000, first year operating cost $75,000, revenue $125,000. Post office address: Daniel Ashley Hotel, Valdosta. Studio and transmitter location: Near Kinderlou, Ga. Geographic coordinates 30° 48′ 07″ N. Lat., 83° 21′ 36″ W. Long. Transmitter and antenna RCA. Legal counsel Philip M. Baker, Washington. Consulting engineer W. J. Holey, Atlanta. Principals include President **E. D. Rivers Jr. (99.97%)**, president of WEAS Decatur, Ill., WJIV Savannah, Ga., KWEM West Memphis, Ark., and WGOV; Vice President **W. H. Keller Jr.** (0.01%); Vice President **A. B. Smith** (0.01%); and Secretary-Treasurer **H. E. Ulmer** (0.01%). File No.: BPCT-1276. City priority status: Gr. A-2, No. 264. Granted Feb. 25.

Idaho Falls, Idaho—Idaho Falls Television Inc. (KIFI). Granted vhf Ch. 8 (180-186 mc); ERP 23.5 kw visual, 12 kw aural; antenna height above average terrain 240 ft., above ground 349 ft. Engineering condition. Estimated construction cost $100,962, first year operating cost $95,000, revenue $120,000. Post office address 339 Broadway, Idaho Falls. Studio and transmitter location 1.5 mi. NE of Idaho Falls on Yellowstone Highway. Geographic coordinates 43° 30′ 48″ N. Lat., 112° 00′ 44″ W. Long. Transmitter composite, antenna RCA. Legal counsel John Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **James M. Brady**, Vice President **James Robb Brady** and Secretary-Treasurer **Edwin F. McDonald** (16%). **The J. Robb Brady Trust Co.** owns 83% of applicant; **J. Robb Brady** votes all the stock of the trust company. File No.: BPCT-1278. City priority status: Gr. A-2, No. 277. Granted Feb. 25.

Idaho Falls, Idaho—Idaho Radio Corp. (KID). Granted vhf Ch. 3 (60-66 mc); ERP 6.3 kw visual, 3.2 kw aural; antenna height above average terrain 260 ft., above ground 387 ft. Engineering condition. Estimated construction cost $120,000, first year operating cost $50,000, revenue $50,000. Post office address P. O. Box 701, Idaho Falls, Idaho. Studio location to be determined. Transmitter location: 1¾ mi. SE of Idaho Falls on North Side of Ammon Road. Geographic coordinates 43° 29′ 01″ N. Lat., 112° 00′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Wilkinson, Boyden & Cragun, Washington. Consulting Engineer Vandivere, Cohen & Wearn, Washington. Principals include President **A. W. Schweider** (7.3%) and Vice President **Guy A.**

Husband and wife situations against whimsically sketched backdrops dramatize the theme, "Pour a smile for breakfast", in a new series of 1-minute TV spots for Manor House Coffee. Sell and product identification are cleverly united in a closing in which the can slowly revolves to show its rear panel message, "Behind every can 100 years of experience." Produced by Sarra for W. F. McLaughlin & Company through Earle Ludgin & Company

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

Poulsen (6.7%). **KSL-AM-FM-TV Salt Lake City, Utah,** owns 25.9% of applicant, and **Zions Securities Corp.** (business rentals), Salt Lake City, owns 17.4%. Ten remaining stockholders have less than 5% interest each. File No.: BPCT-871. City priority status: Gr. A-2, No. 277. Granted Feb. 25.

Pocatello, Idaho—Eastern Idaho Bcstg. & Television Co. (KWIK). Granted vhf Ch. 10 (192-198 mc); ERP 3.2 kw visual, 1.9 kw aural; antenna height above average terrain 870 ft., above ground 90 ft. Estimated construction cost $107,700, first year operating cost $92,100, revenue $115,000. Post office address Bannock Hotel, Pocatello, Idaho. Auxiliary studios in Bannock Hotel, Pocatello. Main studio and transmitter location 3.5 mi. west of Pocatello atop un-named mountain peak. Geographic coordinates 42° 52′ 26″ N. Lat., 112° 30′ 47″ W. Long. Transmitter composite, antenna RCA or equivalent. Legal counsel John H. Midlen, Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include President **James M. Brady** (no stock ownership, but designated to vote stock owned by J. Robb Brady Trust Co. amounting to 41⅔%), president of KWIK Pocatello and general manager of KIFI Idaho Falls, Idaho, treasurer of KLIX Twin Falls, Idaho, secretary and 20% owner of J. Robb Brady Trust Co., Idaho Falls, vice president of Idaho Falls Publishing Co. (*Eastern Idaho Farmer*, a weekly farm newspaper), Idaho Falls, president and 0.2% owner of Idaho Falls Television Inc. (grantee of new TV station in Idaho Falls) and secretary of Idaho Falls Baseball Club (member of Pioneer League); Vice President **Edwin F. McDermott** (8⅓%), vice president and 8.3% owner of KWIK and KIFI, 16.67% owner of Idaho Falls Television Inc., president, general manager and 20% owner of The Post Co. (*The Post Register*, daily newspaper), Idaho Falls, and president of Idaho Falls Baseball Club; Secretary-Treasurer **Frank C. Carmen** (12½%), general manager and 25% owner of KUTA Salt Lake City, president and 25% owner of KGEM Boise, Idaho, president and 12½% owner of KLIX, secretary, treasurer and 12½% owner of KWIK and KIFI, president and 16.75% owner of KOPR Butte, Mont., president and 50% owner of Utah Bcstg. & Television Corp. (applicant for new TV station in Salt Lake City, Utah), president and 22% owner of Rocky Mountain Bcstg. System (radio time sales agency), Salt Lake City, and 20% owner of Griffith, Cornall & Carmen Inc. (general contractors), Salt Lake City; **David G. Smith** (12½%), 25% owner of KUTA, vice president and 12½% owner of KWIK, KIFI, and KLIX, treasurer and 16.75% owner of KOPR, 50% owner of Utah Bcstg. & Television Corp., owner of sheep and cattle ranches and proprietorship interest in oil leases and oil wells in Utah; **Grant R. Wrathall** (12½%), radio and television consulting engineer, Aptos, Calif., 25% owner of KUTA, 12½% owner of KWIK, KIFI and KLIX, owner of KPOO San Francisco, 29.8% owner of KULE Ephrata, Wash., 50% owner of Salinas-Monterey Television Co. (hold CP for new Salinas TV station), Salinas, Calif., and 50% owner of Utah Bcstg. & Television Corp.; **Edna O. McCrea** (6¼%), 12½% owner of KUTA, 6¼% owner of KWIK, KIFI and KLIX, 8.375% owner of KOPR and 25% owner of non-voting stock of Utah Bcstg. & Television Corp., and as Guardian of Estate of Sharon Lee Powers, Minor, Edna O. McCrea controls another 6¼% of applicant. **J. Robb Brady Trust Co.** (41⅔%), owns 78.75% interest in *The Post Register*, owns 41.67% of KWIK and KIFI, owns 50% of KWIK, owns 83.29% of Idaho Falls Television Inc. and owns 50% interest in S. E. Brady Real Estate (33 acres of land), Pocatello, Idaho. James M. Brady, president of applicant (see above), owns 20% of J. Robb Brady Trust Co. File No.: BPCT-1546. City priority status: Gr. A-2, No. 195. Granted Feb. 25.

Pocatello, Idaho—Tribune-Journal Co. Granted vhf Ch. 6 (82-88 mc); ERP 7.21 kw visual, 3.61 kw aural; antenna height above average terrain 20 ft. Engineering condition. Estimated construction cost $119,226, first year operating cost $84,250, revenue $85,000. Post office address 305 South Arthur Street, Pocatello, Idaho. Studio and transmitter location 0.72 mi. S.W. of Tyhee. Geographic coordinates 42° 56′ 30″ N. Lat., 112° 28′ 39″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Russell P. May, Washington. Principals include Chairman of the Board **G. Nicholas Ifft** (25%), President **Robert S. Howard,** Secretary **Catherine Ifft Kirchhof** (25%), Treasurer **James G. Scripps, Western Publishing Co.** (50%), 50% owner of Tribune-Journal Co. (KJRL Pocatello). **Robert S. Howard** is president of and holds stock in Western Publishing Co., and **James G. Scripps** is treasurer of Western Pub. Co. and Tribune-Journal Co. File No.: BPCT-1556. City priority status: Gr. A-2, No. 195. Granted Feb. 25.

Champaign-Urbana, Ill. — Midwest TV Co. Granted vhf Ch. 3 (60-66 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 810 ft. Engineering condition. Estimated construction cost $423,278, first year operating cost $261,760, revenue $270,890. Post office address 509 So. Neil St. Studio location 509 So. Neil St. Transmitter location on state highway No. 47. Geographic coordinates 40° 06′ 23″ N. Lat., 88° 26′ 59″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Principals include President **August C. Meyer** (24.9%); **Clara R. Meyer** (26.1%); Secretary **Russel O. Derby** (5%); **Illinois Bcstg. Co.** (20%), licensee WSOY Decatur, 30% owner WTAX Springfield, and until Feb. 18 individual applicant for vhf Ch. 3 Champaign; **Helen M. Stevick** (10%), 60% owner WDWS Champaign; **Marajen S. Dyess** (10%), 40% owner WDWS; and **J. A. McDermott** (2.1%), director of the Champaign *News Gazette* licensee of WDWS. File No.: BPCT-1125. City priority status: Gr. A-2, No. 65. Granted Feb. 25.

Springfield, Ill.—Great Plains Telcvision Properties Inc. Granted uhf Ch. 20 (506-512 mc); ERP 18 kw visual, 10 kw aural; antenna height above average terrain 340 ft., above ground 355 ft. Estimated construction cost $214,900, first year operating cost $125,000, revenue $125,000. Post Office address United States Corporation Co. of Illinois, 33 North LaSalle St., Chicago 2, Ill. Studio location: to be determined. Transmitter location: one mile SE of Springfield. Geographic coordinates 39° 46′ 13.5″ N. Lat., 89° 36′ 45.5″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President and Secretary **Herbert Scheftel,** Treasurer **Alfred G. Burger** and **Stuart S. Scheftel.** Sole owner of applicant is **Transcontinental Properties Inc.** (real estate), New York, in which Messrs Scheftel and Burger each have 25% interest. File No.: BPCT-1101. City priority status: Gr. A-2, No. 41. Granted Feb. 25.

Pittsburg, Kan.—Pittsburg Bcstg. Co. Inc. (KOAM). Granted vhf Ch. 7 (174-180 mc): ERP 105.0 kw visual, 53 kw aural; antenna height above average terrain 540 ft., above ground 574 ft. Engineering condition. Estimated construction cost $300,323, first year operating cost $229,020, revenue $237,890. Post office address: P.O. Box 603, Pittsburg, Kan. Studio location: 4th & Broadway. Transmitter location: U.S. 69 at Lawton Road. Geographic coordinates: 37° 13′ 40″ N. Lat., 94° 42′ 17″ W. Long. Transmitter RCA, antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **E. V. Baxter** (50%), Secretary **Mrs. E. V. Baxter,** Vice President **Lester E. Cox** (12½%), Vice President-Treasurer **Lester Lee Cox** (37½%). File No.: BPCT-656. City priority status: Gr. A-2, No. 275. Granted Feb. 25.

New Orleans, La.—New Orleans Television Co. Granted uhf Ch. 20 (506-512 mc); ERP 180 kw visual, 98 kw aural; antenna height above average terrain 500 ft., above ground 529 ft. Engineering condition. Estimated construction cost $441,500, first year operating cost $365,000, revenue $420,000. Post office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 1100 S. Liberty St., New Orleans. Geographic coordinates: 29° 56′ 43″ N. Lat., 90° 04′ 48″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include **R. L. Wheelock, W. L. Pickens** and **H. H. Coffield,** each ⅓ partner and each independent Texas oil operator. Same partners at one time each owned ¼ of KPHO-TV Phoenix, Ariz., and each had part interest in KEYL (TV) San Antonio, Tex., aggregate of which constituted control of KEYL (TV). Same group also is applying for TV stations in Corpus Christi, Tex., Dallas and Houston. File No.: BPCT-367. City priority status: Gr. B-4, No. 184. Granted Feb. 25.

Benton Harbor, Mich. — Palladium Publishing Co. (WHFB-AM-FM). Granted uhf Ch. 42 (638-644 mc); ERP 17.5 kw visual, 9.3 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Engineering conditions. Estimated construction cost $301,204, first year operating cost $240,000, revenue $50,000. Post office address 59-61 Wall St., Benton Harbor, Mich. Studio and transmitter location on Fairplain Ave., 3 mi. South of Center of Benton Harbor. Geographic coordinates 42° 04′ 44″ N. Lat., 86° 28′ 00″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Stanley R. Banyon** (35.17%), editor and director of Palladium Pub. Co., publishers of *Benton Harbor News-Palladium*, and president and treasurer of *St. Joseph* (Mich.) *Herald-Press*; Vice President and Secretary **Willard J. Banyon** (34.17%), vice president of *Benton Harbor News-Palladium* and *St. Joseph Herald*, and **Helen Polly Klock** (24%), housewife. File No.: BPCT-1282. City priority status: Gr. A-2, No. 286. Granted Feb. 25.

Sedalia, Mo.—Milton J. Hinlein (KDRO). Granted vhf Ch. 6 (82-88 mc); ERP 6.35 kw visual, 3.18 kw aural; antenna height above average terrain 360 ft., above ground 320 ft. Engineering conditions. Estimated construction cost $137,850, first year operating cost $193,000, revenue $225,000. Post office address c/o KDRO Sedalia, Mo. Studio and transmitter location on West Broadway at State Fair Blvd., at site of KDRO-AM-FM. Geographic coordinates 38° 42′ 20″ N. Lat., 93° 15′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. **Milton J. Hinlein,** sole owner of applicant, is licensee of KDRO-AM-FM (BR-1012). File No.: BPCT-1550. City priority status: Gr. A-2, No. 253. Granted Feb. 25.

Butte, Mont.—Television Montana (KXLF and KBOW). Granted vhf Ch. 6 (66-72 mc); ERP 2 kw visual, 1 kw aural; antenna height above average terrain minus 690 ft. Estimated construction cost $104,800, first year operating cost $115,750, revenue $87,000. Post office address 1306 Eleventh Ave., Helena, Mont. Studio and transmitter location Harrison Ave. at George St. Geographic coordinates 46° 00′ 00″ N. Lat., 112° 30′ 51″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer, Geo. P. Adair, Washington. Principals include President **A. T. Hibbard** (0.05%), First Vice President **Barclay Craighead** (0.05%), Second Vice President **Frank Reardon** (0.05%), Secretary **J. J. Manning** (0.05%) and Treasurer **E. B. Craney** (0.5%). KXLF owns 45.35% of applicant; KBOW 13.6%; KXLJ Helena, 22.68%, and KXLO Bozeman, 11.33%. File No.: BPCT-1253. City priority status: Gr. A-2, No. 144. Granted Feb. 25.

Elmira, N. Y.—El-Cor Television Inc. (modification of application). Granted uhf Ch. 18 (494-500 mc); ERP 58.3 kw visual, 32.8 kw aural, antenna height above average terrain 783 ft., above ground 324 ft. Subject to the condition that Elmira-Corning Bcstg. Corp. and E. S. Underhill Jr. and W. A. Underhill divest themselves of their respective interests in and sever all connections with WELM Elmira, N. Y. prior to issuance of this CP. Estimated construction cost $236,270, first year operating cost $144,000, revenue $192,000. Application is amendment of earlier application of **Corning Leader Inc.** for same facilities and there are no changes in engineering portion [B•T, July 7, '52], but change involves merger of two interests in one TV bid. **Corning Leader Inc.,** 51% owner of applicant, is under same ownership as WCLI-AM-FM Corning and WELM Elmira. **Elmira Star-Gazette Inc.,** 49% owner of applicant, is operator of WENY Elmira and applicant for uhf Ch. 24, which is to be dismissed [B•T, June 2, '52]. Principals in El-Cor Television include President **Edwin Stewart Underhill Jr.,** treasurer-50% owner Corning Leader Inc. and president-50% owner Elmira-Corning Bcstg. Corp. (licensee WCLI-AM-FM and WELM) and director First National Bank and Trust Co., Corning; Director **William Allen Underhill,** president-50% owner Corning Leader Inc. and director-50% of Elmira-Corning Bcstg. Corp.; Vice President **Paul Miller,** director of AP and executive assistant to **Frank E. Gannett of Gannett Co.** (parent firm of newspaper and radio interests); Secretary **Walter Valerius,** vice president-general manager Elmira-Corning Bcstg. Corp.; Treasurer **Thomas V. Taft,** assistant treasurer-general manager of Elmira

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XUM

Star-Gazette Inc. File No.: BPCT-513. City priority status: Gr. A-2, No. 81. Granted Feb. 25.

Charlotte, N. C.—Inter-City Advertising Co. of Charlotte (WAYS). Granted uhf Ch. 36 (602-608 mc); ERP 85 kw visual, 48 kw aural; antenna height above average terrain 540 ft.; engineering condition and subject to the condition that **Francis M. Fitzgerald** dispose of all his interest in and sever all connections with AM station WGIV Charlotte prior to the issuance of this construction permit. Estimated construction cost $251,81[illegible], first year operating cost $240,000, revenue $2[illegible]0,000. Post office address 120 East Third St., Charlotte. Studio and transmitter 3229 S. Boulevard, Charlotte. Geographic coordinates 35° 11′ 42″ N. Lat., 80° 52′ 16″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **George W. Dowdy** (25%). Vice President **B. T. Whitmire** (25%), Treasurer **J. Horton Doughton** (25%), and Secretary **Harold H. Thoms** (25%). Also include former separate applicants for uhf Ch. 36 **Francis M. Fitzgerald** and **George D. Patterson.** Mr. Fitzgerald is president of WGVI Charlotte. When application is granted, Messrs. Fitzgerald and Patterson will become officers in applicant and receive options for purchase of 5% interest each. File No.: BPCT-344. City priority status: Gr. B-4, No. 199. Granted Feb. 25.

Durham, N. C.—T. E. Allen & Sons Inc. Granted uhf Ch. 46 (662-668 mc); ERP 17 kw visual. 9.5 kw aural; antenna height above average terrain 460 ft. Engineering condition. Estimated construction cost $152,832, first year operating cost $150,000, revenue $150,000. Post office address 509-510 Fidelity Bldg., Durham, N. C. Studio location to be determined. Transmitter location on Old Oxford Road about 3 mi. SW of Junction with Route 751, off Rigsbee Road west of Mount Mirah, WSW of Durham. Geographic coordinates 35° 58′ 11″ N. Lat., 79° 00′ 52″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include **T. E. Allen & Sons**, stockholders (50%) and **Winston-Salem Bcstg. Co. (WTOB Winston-Salem)** stockholders (50%), each of whom were formerly applicants for uhf Ch. 46 Durham [B•T, Jan. 26, 12]. Merger involved purchase of 900 shares common voting stock, for consideration of $90,000, by Winston-Salem Bcstg. Co. upon grant of CP. File No.: BPCT-1532. City priority status: Gr. A-2, No. 52. Granted Feb. 25.

Tulsa, Okla.—Elfred Beck. Granted uhf Ch. 23 (524-530 mc); ERP 180 kw visual, 95 kw aural; antenna height above average terrain 520 ft., above ground 499 ft. Engineering conditions. Estimated construction cost $435,126, first year operating cost $260,000, revenue $235,000. Post office address 3302 South Florence St., Tulsa, Okla. Studio location to be determined. Transmitter location 36th St. and Delaware Ave. Geographic coordinates 36° 06′ 46″ N. Lat., 95° 56′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George C. Davis, Washington. Sole owner is **Elfred Beck,** owner of Albec Oil Co. (oil production), Tulsa, owner of Charlene Estates Edition [sic] (real estate sales), Tulsa, and 6.25% owner of La Brisa Land & Cattle Co. (livestock rental property), Star County, Tex. File No.: BPCT-1392. City priority status: Gr. B-4, No. 197. Granted Feb. 25.

Scranton, Pa.—Union Bcstg. Co. (WARM). Granted uhf Ch. 16 (482-488 mc); ERP 245 kw visual, 130 kw aural; antenna height above average terrain 1260 ft., above ground 277 ft. Engineering condition. Estimated construction cost $300,559, first year operating cost $372,867, revenue $456,040. Post office address Bowman Bldg., Scranton. Studio location Bowman Bldg. Transmitter location Mt. Dewey. Geographic coordinates 41° 25′ 59″ N. Lat., 75° 43′ 54″ W. Long. Transmitter GE, antenna GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Jansky and Bailey, Washington. Principals include President **Martin F. Memolo** (70%), Vice President **John J. Memolo** (0.57%), Secretary-Treasurer **William M. Dawson, William W. Scranton** (28.3%) and **James S. Scandale** (1.13%). File No.: BPCT-744. City priority status: Gr. A-2, No. 20. Granted Feb. 25.

Eau Claire, Wis.—Central Bcstg. Co. (WEAU). Granted vhf Ch. 13 (210-216 mc); ERP 52.2 kw visual, 26.6 kw aural; antenna height above average terrain 840 ft., above ground 837 ft. Engineering condition. Estimated construction cost $309,445, first year operating cost $236,000, revenue $290,000. Post office address 203 Barstow Street, Eau Claire. Studio and transmitter location Clairemont Avenue & Trimble. Geographic coordinates 44° 47′ 41″ N. Lat., 91° 28′ 55″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer **none**. Principals include President-Director **W. C. Bridges** (18⅔%), Vice President **Marshall Atkinson** (⅔%), Secretary-Treasurer **Morgan Murphy** (14⅓%), **Elizabeth Murphy** (40%), **Eau Claire Press Co.** (24⅓%). File No.: BPCT-744. City priority status: Gr. A-2, No. 122. Granted Feb. 25.

Applications Dismissed

(By letter, Feb. 20, Non-response to Sixth Report and Order.)

San Diego, Calif.—Balboa Radio Corp. Application for Ch. 3 dismissed. (BPCT-197.)

San Diego, Calif.—Pacific Bcstg. Co. Ch. 12. (BPCT-635.)

San Diego, Calif.—TV Bcstg. Co. Ch. 10. (BPCT-314.)

Miami, Fla.—Miami-Hollywood TV Corp. Ch. 7. (BPCT-397.)

St. Louis, Mo.—New England TV Co. Ch. 4. (BPCT-277.)

Buffalo, N. Y.—New England TV Co. Ch. 9. (BPCT-270.)

Salisbury, N. C.—Mid-Carolina Bcstg. Co. Ch. 4. (BPCT-613.)

Toledo, Ohio—Maumee Valley Bcstg. Co. Ch. 11. (BPCT-303.)

Oklahoma City, Okla.—Mid-South TV Co. Ch. 5. (BPCT-454.)

Oklahoma City, Okla.—Donald W. Reynolds. Ch. 9. (BPCT-497.)

Oklahoma City, Okla.—Oklahoma City TV Co. Ch. 9. (BPCT-491.)

Houston, Tex.—Texas TV Co. Ch. 7. (BPCT-271.)

Houston, Tex.—Harris County Bcstg. Co. Ch. 5. (BPCT-335.)

Midland, Tex.—Midland TV Co. Ch. 7. (BPCT-7.)

Seattle, Wash.—Edward Lasker. Ch. 7. (BPCT-533.)

New Applications

Yuma, Ariz.—Valley Telecasting Co. vhf Ch. 11 (198-204 mc); ERP 29 kw visual, 14 kw aural; antenna height above average terrain 258 ft., above ground 300 ft. Estimated construction cost $220,618, first year operating cost $260,000, revenue $220,000. Post office address % Park Dunford. 4134 Bandini Rd., Los Angeles. Station location to be determined. Transmitter location U. S. Highway 80, approx. 7.5 mi. W. of Yuma. Geographic coordinates 32° 44′ 42″ N. Lat., 114° 44′ 19″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Maurice R. Barnes, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Donald Ellsworth** (3.5%), rancher; Vice President **Howard L. Roberts** (3.5%), farm machinery dealer; Vice President **G. Park Dunford** (69%), Inland Fertilizer Co., Los Angeles; Secretary **Elton C. Hussey**, manager J. C. Penney store, Mesa, Ariz.; Treasurer **Russell J. Madsen** (3.5%), Growers Chemical Supply Co., Mesa; **William S. Porter** (3.5%), real estate, Mesa; **Alvin S. Reber** (3.5%), farmer; **Grover C. Dunford** (10%), Inland Fertilizer Co. City priority status: Gr. A-2, No. 571.

Henderson, Nev.—Boulder City Bcstg. Co. (KRAM Las Vegas) vhf Ch. 2 (54-60 mc); ERP 10.75 kw visual, 5.37 kw aural; antenna height above avreage terrain 136 ft., above ground 351 ft. Estimated construction cost $155,180, first year operating cost $130,000, revenue $150,000. Post office address P. O. Box 1712, Las Vegas, Nev. Studio and transmitter location 435 ft. E. of intersection of Water & Ocean Ave. Geographic coordinates 36° 01′ 42″ N. Lat., 114° 58′ 32″ W. Long. Transmitter and antenna RCA. Legal counsel William A. Kehoe, Washington. Consulting engineer Robert M. Silliman, Washington. Principals include President **Edward J. Jansen,** Secretary Treasurer **Truman B. Hinkle,** stockholders **Edith Jansen, Ray T. Frederick, Otto Stoehr** and **Melvin O. Larson,** all with more than 3% interest in applicant. City priority status: Gr. A-2, No. 941.

Henderson, Nev.—Southwestern Pub. Co. (KFSA Fort Smith, Ark.), vhf Ch. 2, (54-60 mc); ERP 10.96 kw visual. 5.48 kw aural; antenna height above average terrain 257 ft., above ground 601 ft. To amend original application for vhf Ch. 8 Las Vegas [B•T, July 28, 1952]. See Amended Applications (below). Studio location to be determined. Transmitted location on U. S. Hwy. 95 near Cow Springs, 8 mi. N. of Henderson. Geographic coordinates 36° 07′ 46.7″ N. Lat., 115° 04′ 55.2″ W. Long. Transmitter and antenna RCA. City priority status: Gr. A-2, No. 941.

Rochester, N. Y.—Star Bcstg. Co. (WGUA Geneva, N. Y.) uhf Ch. 15 (476-482 mc); ERP 286 kw visual, 150 kw aural; antenna height above average terrain 435 ft., above ground 325 ft. Estimated construction cost $427,214, first year operating cost $200,000, revenue $210,000. Post office address 87 Seneca St., Geneva, N. Y. Studio location to be determined. Transmitter location Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Maurice R. Forman** (71.59%), owner Beam Adv. Enterprises, advertising agency; Vice President **Thomas L. Brown** (11.84%); Secretary **R. Carleton Greene** (4.73%); Treasurer **Samuel E. Daley,** and stockholder **Edward Menden** (11.84%), real estate. City priority status: Gr. B-4, No. 191.

Durham, N. C.—Public Information Corp. of Durham. uhf Ch. 46 (662-668 mc); ERP 90.3 kw visual, 45.15 kw aural; antenna height above average terrain 482 ft., above ground 339 ft. Estimated construction cost $121,209, first year operating cost $200,000, revenue $200,000. Post office address 211 Rigsbee Ave. Studio location 211 Rigsbee Ave. Transmitter location Carpenters Pond Rd. 2 mi. S. of Durham County line. Geographic coordinates 35° 55′ 51″ N. Lat., 78° 44″ 32′ W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Kear & Kennedy, Washington. Principals include director **P. M. Sawyer** (40%); **Thomas B. Sawyer** (16%); **Harold H. Thoms** (14%), 13.5% owner WSSB Durham, 99% owner WISE Asheville, 25% owner WAYS Charlotte, 25% owner WCOG Greensboro, 71% owner WEAM Arlington, Va.; President **Mrs. P. M. Sawyer** (11%); Secretary Treasurer **Roma S. Cheek** (10%); **Guy G. Griffen** (3%), sales representative for WMAR-TV Baltimore. City priority status: Gr. A-2, No. 53.

Applications Amended

Missoula, Mont.—Mosby's Inc. Request amendment of application to change ERP from 12.49 kw visual, 6.24 kw aural to 11 kw visual, 5.5 kw aural; antenna height above average terrain from 2317 ft. to minus 687 ft.; change type antenna; transmitter location from On Pattee Peak, 4 mi. S by E of Mossoula, Mont. to 127 E. Main St., Missoula, Mont.; and other equipment changes. (BPCT-829).

Greenville, N. C.—Carolina Bcstg. System Inc. Request amendment of application to change antenna height above average terrain from 856 ft. to 858 ft.; change studio location from N side of U. S. Hwy. 264, 3.9 mi. SW of Greenville, to South Evans St., extended, 2 mi. S of Greenville. (BPCT-898.)

Las Vegas, Nev. — Southwestern Pub. Co. Amends its application to request vhf Ch. 2, Henderson, Nev. (See Applications.)

Milwaukee, Wis—Wisconsin Bcstg. System Inc.

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$50,000.00

A very successful fulltime network facility. The only station covering two rich agricultural counties. Combination operation—consistent profit growth. An ideal property for two partners.

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$150,000.00

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Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Requests amendment of application from uhf Ch. 25 to uhf Ch. 19 (500-506 mc); antenna height above average terrain from 375 ft. to 373 ft.; change type of antenna. (BPCT-377.)

Memphis, Tenn.—WMPS Inc. Requests amendment of application to change ERP from 316 kw visual, 158 kw aural to 100 kw visual, 50 kw aural; antenna height above average terrain from 1026 ft. to 1044 ft.; change type of transmitters from RCA TT-50 AM to RCA TT-25-AL and make changes in antenna system. (BPCT-514.)

Existing TV Stations . . .

Decisions

KRON-TV San Francisco, Calif.—Granted STA to operate on reduced ERP of 50 kw visual and 25 kw aural pending repairs to equipment, Ch. 4. Feb. 25 to March 25.

WNAC-TV Boston—Granted STA on an interim basis to operate with 6 section of antenna mounted on top of existing 350 ft. tower. Transmitter output 5 kw visual, 2.5 kw aural. Feb. 26 to April 26.

WDEL-TV Wilmington, Del.—Granted STA on commercial basis, Ch. 12. March 5 to Sept. 5.

WTTG (TV) Washington—Granted STA with nominal carrier frequency 3.75 kc below normal frequency for Ch. 5, beginning March, 1 ending April 1.

KSWO-TV Lawton, Okla.—Oklahoma Quality Bcstg. Corp. Granted STA to operate on a commercial basis, vhf Ch. 7. Feb. 25 to Aug. 23. Granted Feb. 25.

KMO-TV Tacoma, Wash.—KMO Inc. Granted mod. CP to change ERP from 115 kw visual, 58 kw aural to 120 kw visual, 71 kw aural; change transmitter location and main studio location and make antenna and other equipment changes; antenna height above average terrain 780 ft. (BMPCT-973.) Granted Feb. 26.

WHP-TV Harrisburg, Pa.—WHP Inc. Granted mod. CP to change type of antenna and make other equipment changes; antenna height above average terrain 910 ft. (BMPCT-987.) Granted Feb. 27.

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TELEVISION PROJECT CONSULTANTS
STATION PLANNING and OVERALL GUIDANCE
P. O. BOX 996 SCHENECTADY, NEW YORK

Applications

WHYN-TV Holyoke, Mass. — The Hampden-Hampshire Corp. Request mod. CP to change studio location from 180 High St., Holyoke, to 65 Main St., Springfield, Mass. (BMPCT-1001.)

WOR-TV New York—General Teleradio Inc. Request mod. CP to change ERP from 316 kw visual, 158 kw aural to 151.7 kw visual, 74.3 kw aural; move transmitter location from 72nd St. & Palisade Ave., North Bergen, N. J., to Empire State Bldg., 350 Fifth Ave. (83rd Floor), New York; change type of visual and aural power amplifiers and install new antenna system. Antenna height above average terrain 1240 ft. (BMPCT-1000.)

WNAO-TV Raleigh, N. C.—Sir Walter Television Co. Request mod. CP to change ERP from 280 kw visual, 145 kw aural to 17.5 kw visual, 8.75 kw aural; change transmitter and studio location from 2414-2416 Hillsboro St., Raleigh, to 5.6 mi. W of Raleigh and 219 South McDowell St., Raleigh, respectively; and install new transmitters and antenna systems. Antenna height above average terrain 463 ft. (BMPCT-1003.)

KELO-TV Sioux Falls, S. D. — Midcontinent Bcstg. Co. Request mod. CP to change ERP from 57 kw visual, 29 kw aural to 55 kw visual, 33 kw aural; change type of transmitter and correct geographic coordinates (no change in location). Antenna height above average terrain 528 ft. (BMPCT-1004.)

WBCK-TV Battle Creek, Mich. — Michigan Bcstg. Co. Requests mod. of CP to change from 18.5 kw visual, 9.3 kw aural to 22.26 kw visual, 11.13 kw aural; install new transmitters and antenna system and make other equipment changes. (BMPCT-998.)

WFTL-TV Ft. Lauderdale, Fla.—Gore Pub. Co. Requests mod. of CP to change studio location from 1785 SE 15th St., Ft. Lauderdale to 229 SE 1st Ave., Ft. Lauderdale; change ERP from 56 kw aural to 50 kw aural; install new transmitters and antenna system and make other antenna changes. Antenna height above average terrain 269 ft. (BMPCT-996.)

WDAY-TV Fargo, N. D.—WDAY Inc. Requests mod. of CP to change ERP from 70 kw visual, 35 kw aural to 65.89 kw visual, 32.95 kw aural; change transmitter location from 207-215 Fifth St., North, Fargo, to 2½ mi. S of Fargo. Antenna height above average terrain 392 ft. (BMPCT-1005.)

WHET (TV) Henderson, Ky.—Ohio Valley TV Co. Requests mod. CP to change ERP from 26 kw visual, 13 kw aural to 16.25 kw visual, 8.77 kw aural; change transmitter and studio location from Zion Road, 2.5 mi. ESE of downtown Henderson to Marywood Drive, 2.2 mi. N of center of Henderson; change type of antenna and make other equipment changes. Antenna height above average terrain 594 ft. (BMPCT-993.)

KCTY (TV) Kansas City, Mo. — Empire Coil Co. Request mod. CP to change ERP from 93 kw visual, 51 kw aural to 98.9 visual, 53.4 kw aural; studio location to Pickwick Hotel, 10th & McGee Sts., Kansas City; transmitter location from Broadway & 26th St., to South Side of 87th St., between Glenwood & Walmer, Overland Park, Kans.; make antenna and other equipment changes. Antenna height above average terrain 819 ft. (BMPCT-1010.)

WKY-TV Oklahoma City, Okla.—WKY Radiophone Co. Request mod. CP to change studio location from 1300 E. Britton Road, near Oklahoma City to 500 E. Britton Ave., Oklahoma City; change type of transmitters and antenna, and make other equipment changes. Antenna height above average terrain 927 ft. (BMPCT-1006.)

Existing FM Stations . . .

Applications

WFAH-FM Alliance, Ohio—Review Pub. Co. Request CP to make changes in licensed station: change type of antenna to Collins 37M-3, 3-bay Ring; move transmitter to Smyth Blvd.; move studio to 2720 S. Union Ave., and decrease antenna height. (BPH-1836.) Filed Feb. 26.

Ownership Changes . . .

Decisions

KRSC Seattle, Wash.—J. Elroy McCaw. Granted assignment of license to **Washington Telecasters Inc.** for consideration of $229,500. Principals in assignee include **Jessica L. Longston** (51%), president and 50% owner of KPUG Bellingham, Wash., president and 56% owner of KSEM Moses Lake, Wash., president and 86% owner of KBIO Burley, Idaho, president and 67% owner of KAVR Havre, Mont., 90% owner of Mist Publishing Co., St. Helens, Ore., and Burley, Idaho (semi-weekly newspapers), ⅓ owner of Pollock, Zaser & Longston (home builders), Zilah, Wash.; **C. V. Zaser** (35%), vice president and 25% owner of KPUG, KSEM and KAVR, and **Robert Pollock** (14%), general manager of KPUG, KSEM, KBIO and Mist Publishing Co., and ⅓ owner of Pollock, Zaser & Longston. (BAL-1486 and BALRE-131.) Granted Feb. 5.

Routine Roundup . . .

February 26 Decisions

BY COMMISSION EN BANC

Advised of Hearing

WCUE Akron, Ohio, Akron Bcstg. Co.—Is being advised that application (BP-8478) to increase power and hours of operation from 1 kw D to 500 w N, 1 kw-LS DA-2, unl., indicates necessity of hearing in view of objectionable interference involved to proposed operation, and for failure to provide adequate service to city and metropolitan district in accordance with Commission standards.

Andrew B. Letson, Ocala, Fla.—Is being advised that application (BP-8574) for AM on 900 kc 1 kw D indicates necessity of hearing in view of borderline interference involved with station WSWN Belle Glade, Fla., and latter's petition to deny grant.

WRNO Orangeburg, S. C., WRNO Inc.—Is being advised that application (BP-8500) to change facilities from 1450 kc to 1150 kc, increase power from 250 w to 500 w N, 5 kw-LS, install new trans. and DA system, and change trans. location, indicates necessity of hearing in view of objectionable interference both day and night to proposed operation.

KYAK Yakima, Wash., Yakima Bcstg. Corp.—Is being advised that application (BP-8513) to change frequency from 1400 to 1390 kc, increase power from 250 w to 1 kw, install new trans., using same DA-DN, indicates necessity of hearing because of objectionable nighttime interference that would be caused to KGER Long Beach, Calif.

Designated for Hearing

Martin County Bcstg. Co., Stuart, Fla.—Designated for hearing application (BP-8186) for new AM on 1450 kc 250 w unl.; made WWPB Miami, Fla., party to proceeding.

Clinton Radio Advertising Co., Clinton, S. C.—Designated for hearing application (BP-8204) for AM on 600 kc 500 w D; made WSJS Winston-Salem, N. C., party to proceeding.

Madera Bcstg. Co. Inc., Madera, Calif.—Designated for hearing application (BP-8487) for new AM on 1230 kc 100 w unl; made KRDU Dinuba, Calif., KERO Bakersfield, and KWG Stockton, Calif., parties to proceeding.

Petition Denied

WJWL Georgetown, Del., Rollins Bcstg. Inc.—By memorandum opinion and order, denied petition requesting waiver of Sec. 3.25(d) of rules to permit WJWL to increase power from 1 kw to 10 kw D on 900 kc, and dismissed said application.

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Continuance of Hearing

Chief, Broadcast Bureau—Granted petition for continuance of hearing from March 2 to April 22, 1953, in proceeding re application of Diamond H Ranch Bcstrs. (KDIA), Auburn, Calif. (Docket 10405 BR-2544).

Petition Granted

Denver Television Co., Denver, Col.—Granted petition for extension of time to March 10, 1953, to file exceptions to initial decision released in proceeding re application (Docket 10240 BPCT-951) and that of Aladdin Radio & TV Inc., Denver, Col. (Docket 9041, BPCT-426).

Harmco Inc., Sacramento, Calif.—Granted petition for dismissal without prejudice of application for CP for new TV (Docket 10295 BPCT-975).

WTNJ Trenton, N. J., WOAX Inc.—Granted petition requesting acceptance of late filing of notice of intention to appear and participate in proceeding re application of Key Bcstg. System Inc., Bay Shore, N. Y. (Docket 10379 BP-8422).

WJLK Asbury Park, N. J., Asbury Park Press—Granted petition to intervene in proceeding re application of Key Bcstg. System, Inc., Bay Shore, N. Y. (Docket 10379, BP-8422).

William O. Barry, Lebanon, Tenn.—Granted petition for dismissal without prejudice of his application for CP (Docket 10375, BP-8161) (Action 2/24).

By Hearing Examiner Hugh B. Hutchison

Petition Denied

Garden State Bcstg. Co., Atlantic City, N. J.—By memorandum opinion and order denied petition to reopen record for certain purposes in proceeding re application (Docket 10120, BP-8112); on Commission's own motion record of hearing was reopened for limited purpose of affording Mr. Albert Spiro opportunity to give additional testimony regarding personal finances,

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No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Salesman to assume commercial manager position with 1,000 watt clear channel North Carolina daytime station. Photo, resume, include past billing. Box 33W, B•T.

Salesmen

Wanted: Salesman and announcer who is experienced in competitive southern market and who has earned in excess of $6,000 per year. We want a man who is on his way up and who wants to grow with us. Send full details in first letter to Box 835S, B•T.

Help wanted: Salesman, good opportunity for aggressive man. College town in south. Must be civic minded and able to promote and sell for AM and FM station. Send photo and full details. Box 924S, B•T.

Salesman for single station market in Michigan. Salary and mileage. Box 984S, B•T.

Good salesman immediately for 1 kw progretssive independent in competitive market. Earnings limited only by ability. Liberal commission and draw. Block of active accounts will be given to you. Good working and living conditions in fine midwest college city of 60,000. Box 997S, B•T.

Salesman-announcer. Short announcing shift and sales. Salary and commission. Really good smaller market deal for good man. Southern Minnesota. Box 10W, B•T.

Experienced salesman for well established Illinois daytimer. Good guarantee and house accounts to start. Right man will step into something good. Box 14W, B•T.

Wanted: Assistant to owner and manager. Immediate opening for energetic salesman who can service accounts and write continuity. Excellent salary and opportunity in prosperous 1000 watt independent station. Send complete resume and photo to KTFY, Box 1032, Brownfield, Texas.

Immediate opening for aggressive salesman. Good character, some experience required. Prefer midwest applicant. Real opportunity with Mutual affiliate in growing metropolitan market. Write Bailey Axton, KTOP, Topeka, Kansas.

Salesman-announcer for 1000 watt independent in one station market. Salary plus commission, excellent opportunity. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

One station market, 180,000 population in primary area. 15% against liberal guarantee draw and expenses. Send personal history and date you are available to J. J. Garvey, WJOL, Joliet, Illinois.

Sales manager and/or salesmen for established 5000 watt sports-music station. Year-round top schedule now in effect. Call WTVB, Coldwater, Michigan.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer. Experienced, warm, sincere, versatile. If you've got it—we'll buy it! $65.00 for 45 hours. Box 729S, B•T.

Announcer-engineer. Stress on announcing that's experienced, sincere, versatile and saleable. $80.00 for 45 hours. Box 730S, B•T.

Large midwestern station has excellent opening for experienced commercial announcer with farm background. Agricultural college training preferred. Send complete resume background education, experience and references. Box 920S, B•T.

Help Wanted—(Cont'd.)

Announcer-salesmen (2) with good voices plus sales ability, new fulltime ABC affiliate in lovely southeastern city of 25,000. Salary for announcing, commission on sales. Top opportunity. Also one Gal Friday with a voice. Send complete information. Box 922S, B•T.

Wanted: Topnotch announcer with restricted permit for combo work on network affiliated AM-FM Georgia station. Must be abstainer, industrious and reliable. No floaters. Box 931S, B•T.

Wanted, experienced announcer for kw daytime southern station. Prefer native southerners. Good hours, working conditions and pay. Send complete information, tape or disc to Box 934S, B•T.

Combination man. Progressive independent. Midwest location. Above average salary. Box 963S, B•T.

Florida. Experienced announcer-DJ. Strong on commercials. Ideal living-working conditions. Progressive independent. Box 968S, B•T.

Wanted: Announcer with good voice for all-round staff work. North Carolina, ABC network station. Box 18W, B•T.

Announcer for kw daytimer Pennsylvania. Voice more important than experience. Single man preferred. Box 34W, B•T.

Local newsman wanted for northern Illinois independent daytime station. P. O. Box 500, Waukegan, Illinois.

Wanted, a combo man, KBOW, Butte, Montana. 40-hour week, CBS affiliate, send disc, salary expected. Box 1932, Butte, Montana.

Our chief announcer is leaving after three years to join CBS Chicago. If you feel you're capable of filling this big-time announcer's shoes, send resume and recording to Frank McIntyre, KLIX is Klickin', Twin Falls, Idaho.

KOB, radio & TV, Albuquerque, New Mexico has staff opening for young experienced commercial announcer with control experience. 40 hour, 5 day week. $76.00 base salary, $80.00 in six months. Include all background information, photo and audition disc in first letter. Inquiries to Michael Dillon, Program Director.

Experienced announcer for 1000 watt daytimer, must be good on DJ shows and news. Salary based on experience and ability. Write, wire or call Walter Duke, WDBL, Springfield, Tenn.

Announcer who can operate board five days, salary depends on ability. Send resume, photo and tape, Station WEAR, Pensacola, Florida.

Announcer with experience wanted: Contact Station WEAV, Plattsburg, N. Y.

Experienced, stable, staff announcer. Must be versatile, salary dependent on experience and ability. 1000 watt fulltime ABC affiliate. Contact Program Director, WGBR, Goldsboro, N. C.

Announcer-operator, tape, disc, photo WGTN, Georgetown, S. C.

Need top morning announcer, also combination engineer-announcer. Housing available for family, top salary. Send full information to Lester Gould, WJNC, Jacksonville, North Carolina.

Sports announcer to write and air local sports. Some routine announcing. Must be familiar Illinois sports. Journalistic experience preferred. WLPO, La Salle, Illinois.

Announcer DJ, experienced, sincere pitch, handle board, no characters. Immediate opening, good pay. TV applied for. Rush tape, resume, picture to WSAL, Logansport, Indiana.

Chief engineer, who can also announce for 250 watt combination operation. Send full information, snapshot and minimum salary requirements to WSSV, Petersburg, Va.

Help Wanted—(Cont'd.)

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

5 kw central N. Y. station wants engineer. Experience unnecessary. First phone. Box 6W, B•T.

Chief engineer with at least two years experience needed immediately. Ideal working conditions, good pay with Mutual affiliate. Prefer midwest man. Write Bailey Axton, KTOP, Topeka, Kansas.

Engineer wanted. Opening for engineer. Experience with Western Electric AM and FM desirable. Opportunity for advancement to C. E. or to television work soon. Only top men need apply. WAIM-WCAC-FM, Anderson, S. C.

Wanted: Two transmitter operators. $60.00 for forty hour week. Substantial increase in four months. Car necessary. Write, wire, call collect Chief Engineer, WAMS, Wilmington, Delaware.

Immediate opening for transmitter operator. No experience required. WASA, Havre de Grace, Maryland.

Transmission engineer-operator 40 hour week remotes optional. Transportation furnished WCLI, AM/FM, Corning, N. Y.

Transmitter engineer with car. Union scale $65 to $86 plus overtime. Write to Luukinen, WIRL, Peoria, Illinois.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area, WPIK, Alexandria, Virginia.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Immediate opening for chief engineer. Must do combination work. Also immediate opening for combination man with first or second class license. Write, wire or call collect. Edgar H. Kobak, WTWA, Thomson, Georgia.

Production-Programming, Others

Program director with initiative 500 watt rural independent. To produce fresh programs, supervise announcers and do all-round announcing. Only replies telling all and accompanied by audition considered. Box 20W, B•T.

Punch-writer. Well paying position open for young man or woman who can make commercial copy stand up and sell! Pioneer, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales-copy. Earnings above average. Send sample copy, qualifications and photo to Program Director, WFDF, Flint, Michigan.

Commercial copywriter, fulltime position, immediate opening. Contact Robert F. Wolfe, WFRO, Fremont, Ohio.

Girl copywriter, experienced. Send qualifications, references, sample copy, salary expected. WHIT, New Bern, N. C.

AM-TV program director. Regional independent with UHF C.P. seeks man experienced in AM and TV. WILS, WILS-TV. Lansing, Michigan.

Situations Wanted

Managerial

General manager, employed, highly successful regional affiliate. Seeking advancement larger operation with TV now or future. Excellent sales and management experience. Top industry, personal and business references. Box 938S, B•T.

Efficient, stable, experienced manager available immediately. Have money to invest if required. Box 949S, B•T.

Solid selling salesman presently employed, making five figured commission, wants opportunity to become sales manager in progressive radio and television station or applicant. Six years radio and television experience. Financially able to buy stock. Commission basis if possible. Box 981S, B•T.

Administrative assistant, manager or working department head. Presently part owner and general manager WFRS. Eight years experience as general manager, program director, engineering director (1st phone license), announcing, public relations, sales. University graduate, married, home owner. Don't be misled by youthful age, 32—I've young crop gray hairs. Can both supervise and perform above jobs. Interested in station with TV future. With meteorology sideline, can easily do TV weather program in addition. Selling station, as FM only outlet can't pay commensurate with effort put forth. Top references business, character. Salary open. Box 995S, B•T.

Situations Wanted—(Cont'd.)

Salesmen

Salesman with know-how. Excellent sales record. College graduate. Enthusiastic, imaginative, mature, car. Box 7W, B•T.

Salesman, experienced in radio sales, TV and radio production. Family man wants permanent connection. Offers ability hard work, pleasing personality. Box 9W, B•T.

Announcers

Baseball, experienced all sports, staff, deejay, permanency important, young, family. Box 965S, B•T.

Sports announcer, baseball specialty. Four years experience plus sales and ticket. Permanent. Family man. Box 980S, B•T.

Announcer, news, sports, six years large market. Currently 5 kw net. TV experience. Neat, rich voice. Family man. Box 983S, B•T.

Singing hillbilly DJ. Wants change, prefer west. Good commercial, plays guitar. TV experience. Box 985S, B•T.

Staff announcer. 3½ years experience. All phases. Now employed. Steady. Wants to locate Penna., New York. Married, 29, college grad, car. Box 988S, B•T.

Experienced announcer desires advancement to larger market preferably in the east. Draft exempt. Write Box 990S, B•T.

Announcer. Draft exempt, married, experience limited. Strong on DJ, news, commercials, sales, console. Now employed but desire to move up. Tape on request. Box 991S, B•T.

Sportscaster. Box 992S, B•T.

Experienced, straight announcer desires progressive station in large market. Box 993S, B•T.

College graduate. 24. Married. Child. 4 years experience. Work board. Want crack at early morning or good day shift in nice community. East. Alert. Responsible. Box 1W, B•T.

Announcer-engineer, 3½ years experience, college grad, presently chief engineer-announcer, desires position affording sports. Box 2W, B•T.

Announcer, experienced, eight months. All phases. Board. Remotes. A.B., B.S. Employed. One hundred fifty mile radius from Boston. Box 4W, B•T.

Experience wanted: Announcer, disc jockey, newscaster-control board. Light on experience; heavy on ambition. Recent graduate School of Radio and Television Broadcasting, New York. Very conscientious and dependable. Salary secondary to experience. Korean veteran, single and will travel. Resume, disc, picture available on request. Box 8W, B•T.

Newsman and staff announcer, personable, experienced, thirties, reporter public affairs, fast accurate rewrite. Specialize local news. Highly saleable item for radio or TV. Tape and personal profile. Box 13W, B•T.

Announcer capable in all-round staff work, commercials, musical shows and news. Box 16W, B•T.

Announcer, control board operator, strong on sports, music. Audition, tape or disc available. Box 17W, B•T.

Do you seek a capable, reliable announcer or combination man with three years of varied experience? Can you pay him accordingly? Are you located in the northeast? If so, please contact me for further information. Box 19W, B•T.

Baseball, play-by-play and recreations. Top sports announcer, strong on news and special events. Ten years experience. Available April 1st. Want combination announcing and sales. References, tapes and photos upon request. Box 21W, B•T.

News-commentator, broad foreign background. Formerly with Radio and TV station NWDR, Berlin, Germany. Free lanced for Voice of America. Expert on conditions both east and west of Iron Curtain. Excellent news-connections. Fluent English, French, German. Bachelor of Law at University of Berlin. Age 26. Box 24W, B•T.

Experienced announcer. Network, independent, college, young, draft exempt. Desire permanent relocation. Tape, photo, Box 25W, B•T.

Experienced radio announcer desires week-end job within 50 miles of Pittsburgh. Box 27W, B•T.

Situations Wanted—(Cont'd.)

Young, versatile announcer, copy-man. Some experience. Board knowledge. Strong on punch. Box 28W, B•T.

Experienced announcer, copy-man, versatile. Sports, pop-classical DJ. Box 29W, B•T.

Commercial announcer: Top experience, superior voice, technique. Mark Fidler, 3148 Wilson, Chicago. Irving 8-1681.

Experienced announcer desires position on announcing staff of midwestern radio station. Johnny Hagan, 210 N. Kolin Avenue, Chicago; Austin 7-5924.

Announcer, experienced, boardman, news, staffwork, college graduate, board cultural and language background, third license. Rogers, WCHV, Charlottesville, Va.

Announcer with authoritative voice, strong on news. All-round staff man desires connection. Reliable and versatile, station asset. Married, draft exempt. Resume, tape, references. Minimum start $250 per month, for right opportunity. Harry Turkish, 5360 Broadway, New York 63, N. Y. LO 2-6730.

Technical

Chief engineer. RCA Institute graduate. First phone license. 12 years experience all phases AM. Now holding supervisory position. Married. 35. Good record and references. Box 929S, B•T.

First phone, no station experience, single, veteran, three years school, some industrial electronic experience. Box 979S, B•T.

First ticket, combo 1½ years, engineer 2 years. General experience, news, record shows, some sports. Available immediately. Box 982S, B•T.

First phone, vet, family, experienced AM, no announcing. Available immediately. Box 987S, B•T.

Available immediately, chief engineer. Ten years experience. Will build from CP. Must be progressive. Box 994S, B•T.

Experienced engineer, 5 years 1st phone, veteran, seeking permanent improved conditions, best qualifications, midwest or west preferred. Box 12W, B•T.

Experienced first phone ticket, colored, desires employment. Available after two weeks notice. J. Allen, 1529 Vermont Ave., N. W., Washington, D. C.

Transmitter operator. Experienced, qualified, dependable. Your requirements? Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Expert copywriter, copy chief. Seven years broad experience. Can announce. Box 946S, B•T.

New station owners replacing me with stockholder. Seven years radio experience include programming and production with a flair, dignified announcing, energetic selling, capable copywriting, authoritative newscasting. Television potential. All queries answered promptly. Choice references. Box 978S, B•T.

In June I will receive my Bachelor of Arts in Speech. After graduation I would like very much to get work in radio. I have had three years of amateur experience with a non-commercial station in Chicago. I have done much work in directing, acting, announcing, interviewing and various types of ladies' programs. Audition disc and additional information on request. Lynn Parker, 1246 S. 49th Avenue, Cicero 50, Illinois.

Situations Wanted—(Cont'd.)

TELEVISION

Managerial

Manager-TV assistant commercial, traffic or sales promotion with station. Network sales service, research and agency time buying experience. College graduate, 30, married, daughter. G. Mason, 2114 Birchwood, Chicago 45.

Salesmen

Topflight radio time salesman, proven sales record and all-round radio background, interested in TV sales connection. Box 967S, B•T.

Production-Programming, Others

TV film manager, thoroughly experienced. Programming, procurement, operations. Now with top company. Box 831S, B•T.

SRT-TV graduate dying to apply knowledge and training in TV production, programming, floor and control room operation and allied advertising or film fields. Experience, none. Potential, atomic. So far no job. B.A., 1941. Veteran. Family. To live, $85.00. Start in New York, New Jersey, Connecticut, Massachusetts, Rhode Island. Box 933S, B•T.

Versatile salesman-special events, public relations. Strong news voice. Prefer medium size station with TV future, 6 years present station. Prefer west coast. Write Box 977S, B•T.

15 years experience art, radio and display advertising. Presently employed traffic and promotion manager top 5 kw AM station. Available June. Western U.S. TV know-how, 30, degree, family. Box 3W, B•T.

Film specialist, 5 years experience all phases film production. Films shown by 80 stations, all networks. Thoroughly capable, creative live-wire with many commercial ideas. College graduate, family man, 31. Box 32W, B•T.

For Sale

Stations

Midwest: 1000 W indie. No competition. Majority control $40,000. Half cash. Box 975S, B•T.

Owner of a 250 watt broadcast station in a prosperous Alabama town would like to sell half interest in the station to some reliable, capable man to operate it. The station is making money. Address Box 5W, B•T.

South, large industrial city, 1000 watt day independent, operating 7 years, $35,000 for 51% control. Write Box 31W, B•T.

Equipment, etc.

For sale. Standing self-supporting 300-foot Lehigh tower with 6-bay GE FM antenna mounted on top. Will sell separately or together. Box 919S, B•T.

One RCA 72-D (MI-11901) recording attachment, less automatic equalizer, in excellent condition. $150.00. Box 998S, B•T.

Used heavy duty guyed tower; dismantled midwest area, suitable for AM, FM and for supporting some TV antennas. First $1,000 cash offer buys it. Box 999S, B•T.

Studio console—Gates model 30 in good condition, $450 FOB Carlsbad, N. M. Will be taken out of service about April 1st when new equipment arrives. If interested, wire immediately to Norman Loose, Manager, KAVE-CBS, Carlsbad, N. M.

Broadcaster, with 20 years experience,
will invest one million dollars
(more or less) in VHF TV Station

Address Box 30W
BROADCASTING • TELECASTING

For Sale—(Cont'd.)

TV/FM tower. One 62 foot Ideco triangular tower, $2500, suitable for building top. Available immediately. Call or write W. J. Jackson, Chief Engineer, KEYL-TV, San Antonio, Texas.

For sale: 1 kw composite, FCC approved transmitter. Make offer to KTMS, Santa Barbara, Calif.

230′ self-supporting insulated tower, two bay RCA Batwing FM antenna. 230′ 1⅝″ Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

Challenger Rek-O-Kut professional 12″ disc recorder, 2 speeds, practically new, $285. Also, Meissner combination phonograph-radio and recorder, $95. National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. Phone Decatur 2-5580.

Wanted to Buy

Stations

Cash for western CP, station or interest. Experienced radio man means business. Confidential. Act now. Box 11W, B•T.

Equipment, etc.

Wanted: 500 or 1000 watt transmitter; three towers; two 178 ft.; one 125 ft. Complete studio equipment. Urgent. Send complete description and price. Box 970S, B•T.

Wanted, used 5000 watt transmitter. State price, condition and full details in first letter. Box 986S, B•T.

Model 3HW high gain beacon antenna, Workshop Associates also used mobile radio-telephone units—150 to 160 mc. Box 989S, B•T.

Wanted: Radio relay truck equipped for broadcast use. Box 35W, B•T.

Wanted: 1000-watt AM transmitter, good condition, 250-foot tower and tuning unit. Contact Manager, WVOP, Vidalia, Georgia. Telephone 3029.

Miscellaneous

FCC licenses in a hurry. Instruction by correspondence. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood 28, California.

Help Wanted

COPYWRITER
SALESMAN
ANNOUNCER

Copy Writer . . . . capable, hard hitting, copy pitched to the masses. Ability to announce and ad lib approximately 10 hours per week very helpful. Needed at WXOK, Baton Rouge, Louisiana.

Salesman . . . . . proven young man with good sales record who would like to earn real money. Good base, expenses and commission. Needed WBOK, New Orleans and WXOK, Baton Rouge, La.

Announcer . . . . experienced, versatile, capable of taking over top rated morning and afternoon DJ shows. Imagination, ideas and personality important. Needed KAOK, Lake Charles, La.

You will be joining a company with a proven record of success. We want stable young men who want to make a secure future for themselves. Give complete details first letter and include recent snapshot. Write "The O K Group", 505 Baronne Street, New Orleans 12, Louisiana.

Salesmen

Are You This Salesman?

Can you close your radio ideas with local accounts. . . . No bed of roses. . . . But the market of over 300,000 . . . 3 radio stations . . . is here. . . . If you can work and sell, you can make money. Car essential. Salary plus commission and incentive commission. Box 976S, B•T.

Help Wanted—(Cont'd.)

SALESMAN

for a top rated independent in a leading California market. 15% against draw. Bonus up to 22%. Our men make $5,000 to $12,000 annually.
Box 22W, B•T.

Announcers

WESTERN HILLBILLY PERSONALITY DJ
WANTED

1000 watt independent full time, 300,000 market. Must sell his own show—percentage or brokerage arrangement. Address: General Manager, Box 943S, B•T

Announcer

with classical background for a top rated independent in a leading California market. Must have deep rich voice. 40 hours, $72.00 weekly to start. Periodic raises to $85.00 weekly. Must be good console operator. Station pays life insurance and hospitalization. No young disc jockey. Prefer mature family man. Box 23W, B•T.

Situations Wanted

Managerial

WANT A GOOD MANAGER?

Here's a successful, mature manager with years of experience, net and independent. Thoroughly capable and progressive with fine motion picture and radio background . . . live-wire, gets results. Builder of sales, operates economically. Real asset to your station and city. Prefer one or two station market in mild climate. Box 996S, B•T.

For Sale

Stations

FOR SALE 250 WATT FULLTIME

Southern station in town of 30,000. Will consider all offers. Write Box 26W, B•T.

Miscellaneous

SALES ENGINEERS

Old established Broadcast and Communications equipment Manufacturer now has two openings in the Eastern Sales Department. If you know equipment, like to sell and are looking for a permanent position, you will be interested in our openings. Please send full information with first letter with photograph if available. Box 15W, B•T.

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TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

etc. Date of further hearing to be subsequently announced.

By Hearing Examiner Fanney N. Litvin

Petition Granted

Mid-State Bcstg. Co., Chehalis, Wash.; Leroy E. Parsons, Chehalis, Wash.—Granted in part petition by Mid-State Bcstg. Co., in which Leroy E. Parsons, joins, for 30-day continuance of hearing in matter of applications (Dockets 10126-10127); hearing scheduled for March 5 is continued to March 23, 1953, in Washington, D. C.

February 26 Applications

ACCEPTED FOR FILING

Change Transmitter Type

WWAB Ozark, Ala., Ozark Bcstg. Corp.—Mod. CP (BP-8236), which authorized new AM, to change type trans. (BMP-6130).

License Renewals

Following stations request renewal of license: **KOEL Oelwein, Iowa,** The Northeast Iowa Radio Corp. (BR-2586); **KROF Abbeville, La.,** Abbeville Bcstg. Service Inc. (BR-2030); **KSYL Alexandria, La.,** KSYL Inc. (BR-1258); **WCAP Lowell, Mass.,** Northeast Radio Inc. (BR-2625); **WHAK Rogers City, Mich.,** Rogers City Bcstg. Co. (BR-2418); **KMBC Kansas City, Mo.,** Midland Bcstg. Co. (BR-625); **KOLO Reno, Nev.,** Reno Bcstg. Co. (BR-1342); **WBRM Marion, N. C.,** Lake City Bcstg. Corp. (BR-2268); **WCUE Akron, Ohio,** Akron Bcstg. Corp. (BR-2467); **WICA Ashtabula, Ohio,** WICA Inc. (BR-950); **WONE Dayton, Ohio,** Skyland Bcstg. Corp. (BR-2303); **WPFB Middletown, Ohio,** Paul F. Braden (BR-1802); **WGBI Scranton, Pa.,** Scranton Bcstrs. Inc. (BR-373); **WSPA Spartanburg, S. C.,** The Bcstg. Co. of the South (BR-775); **KELP El Paso, Tex.,** Trinity Bcstg. Corp. (BR-1620); **KOLJ Quanah, Tex.,** Orville L. Jenkins (BR-2617); **KITE San Antonio, Tex.,** Radio KITE Inc. (BR-1766); **KWSC Pullman, Wash.,** State College of Washington (BR-58); **WOSU-FM Columbus, Ohio,** Ohio State U. (BRED-43); **WHHS (FM) Havertown, Pa.,** Haverford Townshop Sr. High School (BRED-48); **WCAL-FM Northfield, Minn.,** St. Olaf College (BRH-641).

Extension of Completion Date

KPFA (FM) Berkeley, Calif., Pacifica Foundation—Mod. CP (BPH-1581), as mod., which authorized new FM, for extension of completion date (BMPH-4812).

WNAC-FM Boston, General Teleradio Inc.—Mod. CP (BPH-1741), which authorized changes in existing FM, for extension of completion date (BMPH-4811).

WROV-FM Roanoke, Va., Radio Roanoke Inc.—Mod. CP (BPH-1759), to make changes in existing FM, for extension of completion date (BMPH-4813).

February 27 Decisions

BY COMMISSION EN BANC

Petition Denied

KCUL Fort Worth, Tex., East-West Bcstg. Co.—Denied petition for reconsideration and grant of amended application (BML-1474) to specify operation on 1540 kc 50 kw D, 5 kw N, which is in conflict with NARBA. Commissioner Bartley issued the following dissent: "I favor a grant of this application since it complies with the Commission's Rules and Regulations. Indeed, a grant of this application would reduce the interference now experienced to other stations' service areas. Faced with this situation, it is clear to me that the Commission should either (1) grant or (2) take action which would give the applicant recourse to the courts to determine whether the Commission's action is arbitrary."

Request Information

Medford Bcstg. Co., Medford, Ore.—Is being requested to furnish additional information in connection with application (BP-8561) for new AM on 1540 kc 1 kw unl., in view of failure to protect 1-B assignment in Waterloo, Iowa, and excessive population between the normally protected nighttime contour and RSS nighttime limitation contour. Commissioner Bartley stated: "I concur in the Commission's action herein taken since this proposal would violate the Commission's rules and result in excessive nighttime interference."

February 27 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: **KOOL Phoenix, Ariz.,** Maricopa Bcstrs. Inc. (BR-1772); **KTMS Santa Barbara, Calif.,** News-Press Pub. Co. (BR-945); **KFEL Denver,** Eugene P. O'Fallon (BR-107); **WNDB Daytona Beach, Fla.,** News-Journal Corp. (BR-2078); **KSAL Salina, Kan.,** KSAL Inc. (BR-927); **WABI Bangor, Me.,** Community Bcstg. Service (BR-145); **KLTF Little Falls, Minn.,** Little Falls Bcstg. Co. (BR-2526); **WRCS Ahoskie, N. C.,** Roanoke Chowan Bcstg. Co. (BR-2073); **KAKC Tulsa, Okla.,** Public Radio Corp. (BR-1535); **WJMX Florence, S. C.,** Atlantic Bcstg. Co. (BR-1609); **KSDN Aberdeen, S. D.,** Aberdeen News Co. (BR-1968) **KGFX Pierre, S. D.,** Ida A. McNeil, administratrix of estate of Dana McNeil, deceased (BR-706); **KPAC Port Arthur, Tex.,** Port Arthur College (BR-393); **KRIO McAllen, Tex.,** Frontier Bcstg. Co. (BR-

1634); WSAZ Huntington, W. Va., WSAZ Inc. (BR-29

TENDERED FOR FILING

Change Hours of Operation

WAI Columbia, Ky., Tri-County Bcstg. Corp. —CP to change from D to unl. using 500 w N.

March 2 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

Hearing Continued

John Blake and Charles R. Wolf, Highlite Bcstg. Co., Killeen, Tex.—On examiner's own motion, hearing in this proceeding (Docket 10122, BP-8173; Docket 10123, BP-8288) continued from March 2 to March 9, 1953.

By Hearing Examiner Thomas H. Donahue

Petition Granted

KCRA Inc., Sacramento, Calif.—Granted petition to amend application for new TV (Docket 10294, BPCT-669) to correct clerical errors and minor omissions in estimated cost of construction figures, to correct estimated cost of operation and estimated revenue figures for first year of operation and to correct proposed program schedule and analysis.

Maria Helen Alvarez, Sacramento, Calif. —Granted petition to amend application for new TV (Docket 10340, BPCT-1041) to correct information concerning applicant's interest in other applications which have heretofore been considered by Commission.

Granted Motion

John Poole Bcstg. Co., Sacramento, Calif.—Granted motion to amend application for new TV (Docket 10342, BPCT-1007) to change estimated costs of installation for first year operation; change estimated revenues for first year operation and revise program schedule and staffing exhibits.

By Hearing Examiner Annie Neal Huntting

Request Denied

KTRM Inc., Beaumont, Tex.—Denied request for issuance of subpoena requiring vice president of The Enterprise Co., one of applicants in proceeding for CPs on Ch. 6 in Beaumont; to produce at hearing those portions of annual or monthly operating statements, for months of Jan.-Dec. of years 1951 and 1952, of The Enterprise Co., prepared by auditor, which would reflect gross advertising revenues of Enterprise and Journal newspapers.

March 2 Applications

Extension of Authority

WITH Baltimore, Md., Maryland Bcstg. Co.—Extension of authority to transmit programs to CFRA Ottawa, Canada (BFP-232).

ACCEPTED FOR FILING

License for CP

KBHS Hot Springs, Ark., Resort Bcstg. Co.—License for CP (BP-8246), as mod., which authorized new AM (BL-4917).

KTRB Modesto, Calif., KTRB Bcstg. Co.—License for CP (BP-7947) which authorized changes in existing AM (BL-4913).

KCHE Cherokee, Iowa, Cherokee Bcstg Co.—License for CP (BP-8131), as mod., which authorized new AM (BL-4915 Resubmitted).

WKIK Leonardtown, Md., Southern Maryland Bcstrs. Inc.—License for CP (BP-8411), as mod., which authorized new AM (BL-4918).

WPTX Lexington Park, Md., Patuxent Radio Inc.—License for CP (BP-8200), as mod., which authorized new AM (BL-4916).

WION Ionia, Mich., Ionia Bcstg. Co.—License for CP (BP-7912), as mod., which authorized new AM (BL-4912).

Extension of Completion Date

WCIN Cincinnati, Ohio, New York Technical Institute of Cincinnati Inc.—Mod. CP (BP-8954), which authorized new AM, for extension of completion date (BMP-6143).

License Renewals

Following stations request renewal of license: **WELI New Haven, Conn.,** Connecticut Radio Foundation Inc. (BR-836); **KASM Albany, Minn.,** Stearns County Bcstg. Co. (BR-2567); **WAAA Winston-Salem, N. C.,** Community Bcstg. Service (BR-2605); **KGLC Miami, Okla.,** Miami Bcstg. Co. (BR-2053); **KGKL San Angelo, Tex.,** KGKL Inc. (BR-738).

March 3 Decisions

BY BROADCAST BUREAU

Granted License

KTBS-FM Shreveport, La., KTBS Inc.—Granted license for FM; Ch. 243, 14 kw; 320 ft. (BLH-370).

WEVA-FM Emporia, Va., Stone Bcstg. Co.—Granted license for FM; Ch. 261, 250 w, unl. (BLH-865).

WTND-FM Orangeburg, S. C., WTND Inc.—Granted license for FM; Ch. 274, 15.5 kw; 300 ft. (BLH-877).

KBON Omaha, Neb., Inland Bcstg. Co.—Granted license covering installation of new trans. (BL-4907).

KOVO Provo, Utah, KOVO Bcstg. Co.—Granted license covering increase in power and installation of new trans.; 960 kc 1kw-5kw-LS, U, DA-N (BL-4914).

WFPG Atlantic City, N. J., Neptune Bcstg. Corp.—Granted license covering installation of TV ant. on top of AM tower (BL-4905).

KFYO Lubbock, Tex., Plains Radio Bcstg. Co. —Granted license covering increase in power, change in frequency, installation of new trans. and DA-DN and change in trans. location; 790 kc 1kw 5kw-LS DA-DN, unl.; condition (BL-4898).

KROS Clinton, Iowa, Clinton Bcstg. Corp.—Granted license covering installation of new trans. (BL-4911).

KXLR North Little Rock, Ark., Arkansas Airwaves Co.—Granted license covering change in frequency, increase in power, installation of new trans. and DA-N and change in trans. and studio locations; 1150 kc 1kw, 5kw-LS DA-N unl., conditions (BL-4904).

WHBS Huntsville, Ala., The Huntsville Times Co. Inc.—Granted license covering change in frequency, increase in power, installation of DA-DN and new trans., and changes in ground system; conditions; 1550 kc 500 w 5kw-LS, DA-DN, unl. (BL-4832).

KXLK Great Falls, Mont., Great Falls Bcstg. Co.—Granted license covering change in trans. and studio locations and changes in ant. system (BL-4910).

WACB Kittanning, Pa., Armstrong County Bcstg. Corp.—Granted license covering increase in power and changes in trans. equipment; 1380 kc 1 kw D condition (BL-4901).

Modification of License

KMPC Los Angeles, Calif., KMPC Inc.—Granted mod. license to change name to KMPC, The Station of the Stars (BML-1537).

Change Type Transmitter

WOZK Ozark, Ala., Ozark Bcstg. Corp. —Granted mod. CP to change type trans. (BMP-6130).

WJMC Rice Lake, Wis., WJMC Inc.—Granted mod. CP to change type trans. (BMP-6139).

WIHL Hammond, La., Cefalu Radio Station—Granted mod. CP to change type trans. (BMP-6127).

Extension of Completion Date

WCAR-FM Pontiac, Mich., WCAR Inc.—Granted mod. CP for extension of completion date to March 1, 1954 (BMPH-4808).

WNAC-FM Boston, Mass., General Teleradio Inc.—Granted mod. CP for extension of completion date to March 2, 1953 (BMPH-4811).

WROV-FM Roanoke, Va., Radio Roanoke Inc.—Granted mod. CP for extension of completion date to April 1, 1953 (BMPH-4813).

Modification of CP

WCAR Pontiac, Mich., WCAR Inc.—Granted mod. CP for extension of completion date to 3-1-54 (BMP-6124).

KTLO Mountain Home, Ark., Mountain Home Bcstg. Corp.—Granted mod. CP for approval of ant., trans. and studio location; condition (BMP-6119).

March 3 Applications

ACCEPTED FOR FILING

Change Antenna System

WWJ Detroit, Mich., The Evening News Assoc. —CP to make changes in DA and mount TV ant. on north tower (BP-8749).

Erect New Antenna

KWPM West Plains, Mo., Robert F. Neathery —CP to erect new ant. and mount TV ant. on top (contingent on grant of TV application) (BP-8756 Resubmitted).

License for CP

WCCA Calhoun, Ga., Gordon County Bcstg. Co.—License for CP (BP-8172), as mod., which authorized new AM (BL-4924).

WAKE Greenville, S. C., Piedmont Bcstg. Co. —License for CP (BP-8295), which authorized changes in ant. system (BL-4920 Resubmitted).

WAEW Crossville, Tenn., Arthur Wilkerson Lumber Co.—License for CP (BP-8258), as mod., which authorized new AM (BL-4923).

WKXV Knoxville, Tenn., Knoxville Ra-Tel Inc.—License for CP (BP-8319), as mod., which authorized new AM (BL-4922).

WWOD Lynchburg, Va., Old Dominion Bcstg. Corp.—License for CP (BP-8048), as mod., which authorized increase in D power, change to DA-N and install new trans. (BL-4921).

WRDB Reedsburg, Wis., William C. Forrest—License for CP (BP-8121), as mod., which authorized new AM (BL-4919).

License Renewals

Following stations request renewal of license: **KAHU Waipahu, Hawaii,** Rural Bcstg. Co. (BR-2529); **WSHB Stillwater, Minn.,** St. Croix Bcstg. Co. (BR-2287).

TENDERED FOR FILING

Change Hours of Operation

WARN Ft. Pierce, Fla., Hurricane Bcstg. Service—CP to change hours of operation from D to unl. on 500 w-N and install DA-N.

WOKE Oak Ridge, Tenn., Air Mart Corp.—Mod. CP to change hours of operation from D to unl. on 1 kw DN and install DA-N.

March 4 Decisions

BY COMMISSION EN BANC

Granted CP

Pines Bcstg. Co., Warren, Ark.—Granted CP for new AM on 860 kc 250 w D; engineering condition (BP-8604).

The Fairfield Bcstg. & Tele. Corp., Fairfield, Iowa—Granted CP for new AM on 1570 kc 250 w D; engineering condition (BP-8524).

Advised of Hearing

Chick Capitol Bcstrs. Inc., Rogers, Ark.—Is being advised that application (BP-8552) for new AM on 620 kc 1 kw D, indicates necessity of a hearing because of objectionable interference involved.

Designated for Hearing

WOBT Rhinelander, Wis., Oneida Bcstg. Co.—Designated for hearing application (BP-8068) to change facilities from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA-1.

KFHT Bcstg. Co., Killeen, Tex.—Designated for hearing application (BP-8746) for new AM on 1050 kc 250 w, in consolidation with applications of John Blake and Charles R. Wolfe and Highlite Bcstg. Co., applicants for same frequency.

License Renewals

Following stations granted renewal of licenses for regular period:

KABR Aberdeen, S. D.; KANA Anaconda, Mont.; KBMW Wahpeton, N. D.; KBMY Billings, Mont.; KBOW Butte, Mont.; KBZY Grand Rapids, Minn.; KDAL Duluth, Minn.; KDIX Dickinson, N. D.; KDLM Detroit Lakes, Minn.; KDLR Devils Lake, N. D.; KDMA Montevideo, Minn.; KDZA Pueblo, Col.; KELO Sioux Falls, S. D.; KEXO Grand Junction, Col.; KFGO Fargo, N. D.; KFKA Greeley, Col.; KFYR Bismarck, N. D.; KGCU Manda, N. D.; KGHF Pueblo, Col.; KGHL Billings, Mont.; KGMC Englewood, Col.; KGVO Missoula, Mont.; KIHO Sioux Falls, S. D.; KISD Sioux Falls, S. D.; KIYI Shelby, Mont.; KMON Great Falls, Mont.; KOJM Havre, Mont.; KOOK Billings, Mont.; KORN Mitchell, S. D.; KOVC Valley City, N. D.; KTRF Thief River Falls, Minn.; KUBC Montrose, Col.; KUSD Vermillion, S. D.; KVOD Denver, Col.; KXLJ Helena, Mont.; KXLO Lewistown, Mont.; KYSM-AM-FM Mankato, Minn.; WCOW South St. Paul, Minn.; WEBC Duluth, Minn.; WJON St. Cloud, Minn.; WLOL Minneapolis, Minn.; WTCN Minneapolis, Minn.; KOZY (FM) Rapid City, S. D.; KBOL Boulder, Col.

ACTIONS ON MOTIONS

By Hearing Examiner H. B. Hutchison

WDAS Philadelphia, Pa., Max M. Leon Inc.—Granted petition to reopen record in proceeding re application (Docket 10320, et al.) for purpose of clarifying certain alleged discrepancies in previous presentation; gave notice of further hearing to be held at 9 a.m., March 12, 1953, at Washington, D. C.

March 4 Applications

ACCEPTED FOR FILING

Change Transmitter Location

WKBV Richmond, Ind., Central Bcstg. Corp.—CP to change trans. and studio location and install new ant. system. AMENDED to make changes in ant. system (BP-8618 Amended).

License for CP

WSSV Petersburg, Va., Southside Virginia Bcstg. Corp.—License for CP (BP-8659) which authorized installation of new trans. (BL-4936).

License Renewals

Following stations request renewal of license: **WKLK Cloquet, Minn.,** Cloquet Bcstg. Co. (BR-2448); **KVOX Moorhead, Minn.,** KVOX Bcstg. Co. (BR-951).

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—editorials

FCC's 'Strike' Opportunity

FOR WEEKS the FCC has been saying it will act on the TV "strike application" blight if someone will come forward with a *bona fide* complaint. It has an investigator in the field checking on purported "black-mail" in at least one case.

The FCC now has an opportunity to act. WCYB Bristol Va., last week filed with it a petition alleging that WOPI Bristol Tenn., has pending an application of the "strike" class. It asks for a conditional grant of Ch. 5, to be followed by a comparative hearing. WCYB recognizes that it assumes the risk that the conditional grant may later be withdrawn.

We don't know what the merits are. But we do feel that this is precisely the kind of case the FCC says it has been awaiting. It should call a swift hearing, *en banc*.

Ford, Freedom & Fantasy

SOME DAY an interesting study might be made of what happens to those bureaucrats who are departing Government because of the change in administration.

In the sphere of communications regulations, not much has happened, since the new administration hasn't yet reached the FCC level. But there are a couple of cases worth noting. For instance, the case of Dallas Smythe, former FCC economist who was regarded as the walking delegate for the CIO on the FCC staff. He is now with the U. of Illinois, but has done a number of odd jobs for the Joint Committee on Educational Television, for the predetermined purpose of poking a finger in commercial television's collective eye.

Then there's the case of Earl Minderman, who served for years on the FCC as the ghost writer and hatchet man for sundry New Deal-Fair Deal chairmen. He resigned recently to turn up with the National Citizens Committee for Educational Television, a companion organization to JCET and also underwritten by the Ford Foundation's Fund for Adult Education. JCET is described as a "lobbying outfit" by no less an authority in so-called "liberal" circles than *The Nation*.

'Tis rumored that when FCC Chairman Paul A. (Pappy) Walker retires from the FCC almost any day now, he likewise will find himself a niche with JCET. Actually they couldn't do better, since he sincerely believes in simon pure, non-commercial educational TV.

What mystifies us is the extent to which the Ford Foundation has gone into educational television, evidently prepared to pour many millions into these starry-eyed projects. It has study groups at work on various aspects of non-commercial television. Such notable anti-commercial names as Charles I. Siepmann and Robert K. Hutchins are whispered as being identified with a new TV project, to be heavily endowed by Ford.

It is hard to reconcile this sort of approach with the name of the man in whose memory the foundation was established. Henry Ford was a rugged individualist, a free enterpriser who ran $30,000 into a multi-billion dollar empire. A project geared toward government in the business of broadcasting (how else can it be appraised) certainly does violence to every thought nurtured by Henry Ford in his life-time.

Well Done! Second Time

STUDIO A
WOF-TV
LIE DETECTOR
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . in case there is someone among you who doubts one word of the claims I make for this product . . ."

FOR THE second time in a generation, Col. Ed Kirby returns from military service. He hangs out his shingle in Washington as a public relations consultant—a field in which he has specialized since he served as NAB's (now NARTB) first public relations director 15 years ago.

In World War II, Col. Ed—a VMI graduate—was instrumental in setting up policies and procedures as radio went to war for the first time. There was then ominous talk of the military taking over all communications—broadcasting included. It didn't happen. Radio became the fifth military arm. It emerged with the plaudits of all.

In that picture was Col. Ed. He knew radio and he knew the military. He was the catalyst in blending their operations.

When Korea erupted on June 25, 1950, Col. Ed was immediately called back into service to reactivate the Army's closed-down radio operations—with TV added. The operation didn't miss a beat. He leaves behind an efficient staff geared to work with the broadcasters, advertisers and their agencies. His successor is Lt. Col. Tom Mathews, who had served as second in command.

Col. Ed returns to private business with the well-earned appreciation of the Army and of broadcasters and telecasters everywhere for a job well done—the second time.

Business Begins at Home

THE PRESENT trend toward more economy in government and the consequent reduction in expenditure for defense and unemployment creates a problem of maintaining an expanding national economy which must be solved during the coming 12 months.

Authorities on this subject see a solution in advertising and aggressive selling of consumer goods. Arno H. Johnson, vice president and director of media and research for J. Walter Thompson Co., New York, argues that there is a lag between *actual* production and what *can* be produced by the nation's factories. If production goals can be set one-third higher, says Mr. Johnson, the country can enjoy a 10% increase in both standard of living and production of goods and, at the same time, meet all defense requirements.

Obviously such a course involves selling the consumer goods so created.

Here is a challenge which the broadcasting media can well take up. For it is at aggressive selling that both media excel.

But the broadcaster can't sit back and wait for his network or his trade association to take the initiative. Creating a market for consumer goods begins at the local level—in the homes of the prospective final purchasers of the refrigerators and television sets, the new furniture and the air conditioners.

A great majority of such advertising is purchased by the local merchant. It is up to the station time salesman to present to him the proof that radio and television can sell his goods.

Then the individual broadcaster must see that his station is presenting this message skillfully and forcefully so that each of these dealers is convinced that radio and television offer the most sales for every advertising dollar.

HEAR THE "BEAT"

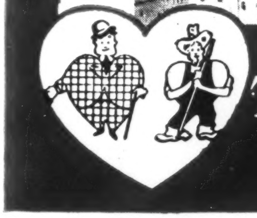
OF THE HEART OF AMERICA!

How would you like a locally produced noon-hour program with a stronger "Pulse"-beat than Arthur Godfrey? And that is no reflection on the Red Head. As a matter of fact, Godfrey's hour-and-a-half on KMBC is number six in popularity, according to Kansas City's First Pulse Survey (November-December 1952). *But,* the 12:00 to 12:15 time segment on KMBC, (News with John Farmer and Feed Lot Chats with Phil Evans) is in *THIRD* place among the daytime shows in Kansas City. What's more, the entire noon hour, twelve 'til one, is actually tied with Godfrey for sixth place in the Pulse Survey.

This unbelievable acceptance of KMBC local programming has great significance. It represents listener confidence in KMBC know-how and reliability--a thing that has been a-building in the Heart of America for thirty-one years.

Likewise the top ratings enjoyed hour-after-hour by The KMBC-KFRM Team, in rural as well as in metropolitan areas, is an indication of the success which lies in the combination of good local programming coupled with CBS Radio programming. The KMBC-KFRM Team has the formula that draws and holds listeners. The Team also has the formula for selling these loyal listeners the products and services of KMBC-KFRM advertisers. It's a fact! To sell the whole Heart of America, wholeheartedly, it's The KMBC-KFRM Team!

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for the "Pulse" story and for availabilities!



The KMBC-KFRM *Team*

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY